

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

75th YEAR

APRIL, 1952

C. E. BICKFORD & CO.
COFFEE BROKERS

NEW YORK
88 Front St.

NEW ORLEANS
427 Gravier St.



Have you seen our booklet, "COLUMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking.

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau
120 WALL STREET • NEW YORK 5, N. Y.



Friendly Greetings

to the

21st Annual Convention

of the

Pacific Coast Coffee Association

Del Monte Lodge, Pebble Beach, California, May 4-7, 1952

J. ARON & COMPANY, INC.

Direct Representation:

SANTOS • RIO de JANEIRO • PARANAGUA

NEW YORK

91 Wall Street

NEW ORLEANS

336 Magazine St.

CHICAGO

404 No. Wells St.

SAN FRANCISCO

242 California St.

Offices of Representatives in Coffee Producing Countries all over the World

SCHAEFER KLAUSSMANN CO., INC.

- 99 WALL STREET, NEW YORK 5, NEW YORK
- BOARD OF TRADE ANNEX, NEW ORLEANS 12, LA.

Coffee Importers and Agents



8 carloads

of **BURNS** **Machinery** for this job



THE KROGER COMPANY will soon be ready for eight carloads of BURNS coffee processing equipment to be used in a complete renovation of its Cincinnati plant.

The equipment includes Continuous Roasters, Green Coffee Cleaners, Rotary Screens, Stoners, Bucket Elevators, Collectors, Roast Bean Storage Assembly, Dust and Chaff Collection Systems, and related bins, hoppers, fans, motors, piping, etc. The result will be a thoroughly modern and efficient plant.

It will be a sizeable plant, too—but the size alone is not an accurate measure of the time and effort needed to plan a new plant properly or to work out logical steps in renovating or reconditioning existing plants.

Large or small, every plant owner should start now to plan the details of improvements and additions to be made over the next few years. We believe you'll find BURNS engineers well-qualified and willing to help you. Why not discuss these matters soon?

MEMBER OF
NCA

JABEZ BURNS & SONS, INC.
11th Avenue at 43rd Street • New York 18, N. Y.

DESIGNERS AND MANUFACTURERS OF PROCESSING EQUIPMENT FOR THE
FOOD INDUSTRY: COFFEE, TEA, COCOA, PEANUT BUTTER, NUTS, MALT, CEREAL
PRODUCTS ETC....CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

Engineers
SINCE 1864

APRIL, 1952

3



Royal Frew (left), President of Wason Brothers Co. of Seattle, exhibits a full-page advertisement used as part of a campaign to introduce Cup Brew Coffee Bags in the Seattle market. Allen Rotman, Vice President, exhibits the company's new vacuum jar containing Mello-Cup Cup Brew Coffee Bags.

"CUP BREW COFFEE BAGS

are the **REAL ANSWER** to
'SOLUBLE' COMPETITION!

Neatly packaged in
your own plant
in specially developed,
strong, tasteless,
non-woven fabric.

MEMBER OF

NCA



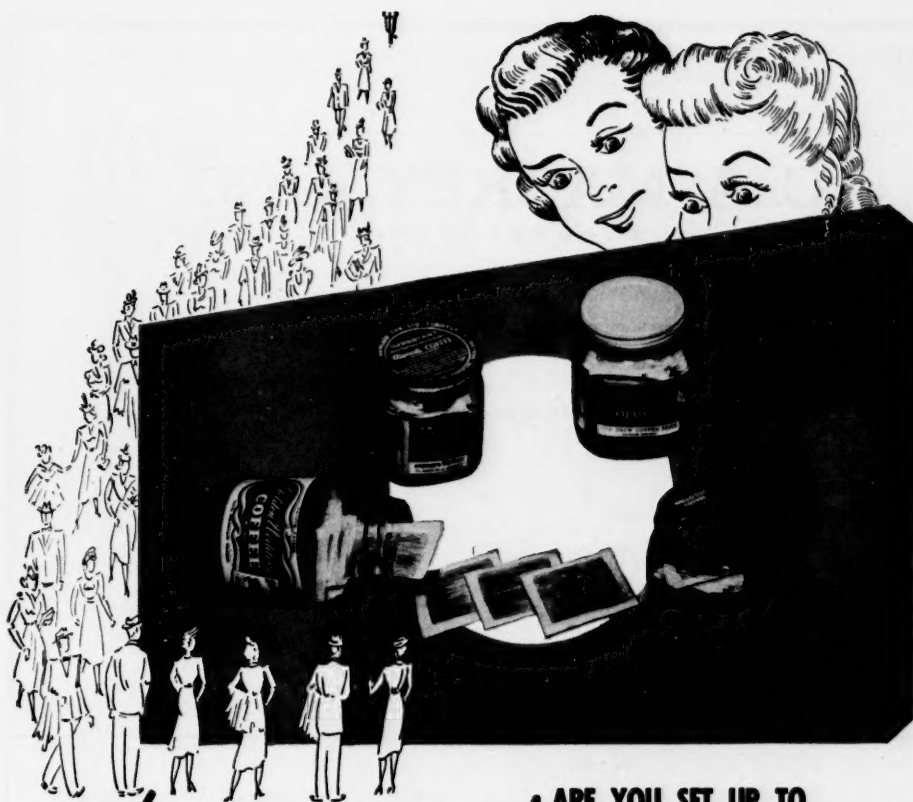
. . . take it from Royal Frew and Allen Rotman, executives of Wason Brothers Co. in Seattle . . . new Cup Brew Coffee Bags meet and beat soluble coffee competition. That's because Cup Brew Coffee Bags give consumers the convenience of solubles PLUS the enjoyment of real coffee!

There's a big market awaiting you, too. A recent survey shows that 36% of all coffee consumers use soluble coffee either regularly or occasionally. Patented Cup Brew Coffee Bags are the coffeeman's answer to this ever-growing competition . . . your answer!

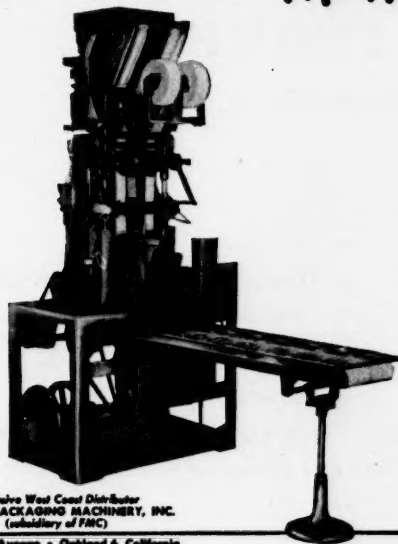
Coffeemen in market after market, like Seattle, are enjoying new sales and new profits with Cup Brew Coffee Bags. You, too, can do the same. Write, wire or call today for additional information about Cup Brew's attractive, profitable licensing arrangement.

CUP BREW COFFEE BAG CO.

1715 Logan Street • Denver 3, Colorado • Phone AComa 4597



The NEW TREND! ARE YOU SET UP TO PACKAGE INDIVIDUAL SERVICE COFFEE BAGS?



The ever versatile STOKESWRAP, adaptable to packaging a multitude of food products, can now package the new individual coffee bags for cup brewing! Using a porous cellulose bag material—from which coffee grounds do not escape—STOKESWRAP automatically measures, packages and heat-seals $\frac{1}{4}$ ounce coffee bags at speeds of 100 and more per minute! In conjunction with the STOKESWRAP, an automatic Tagging Unit can be used to staple printed tags and string to coffee bags, offering the most effective advertising medium *at point of use!* Also available is a conveyor which will automatically count and stack coffee bags and convey them to one attendant for easy packing. For complete details, write for the STOKESWRAP folder.

Packaging Machinery
Paper Box Machinery

Dept. "S", Frankford
Philadelphia 24, U.S.A.

STOKES & SMITH CO.



Subsidiary of Food Machinery and Chemical Corp.

Exclusive West Coast Distributor
SIMPLEX PACKAGING MACHINERY, INC.
(subsidiary of FMC)

534 23rd Avenue • Oakland 4, California

APRIL, 1952

C. A. MACKEY & CO.
Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

For Quality Brazilian Coffees -

PRUDENTE FERREIRA

COMISSÁRIA E AGRICOLA, S. A.

===== EXPORTERS =====

Rua do Comercio, 26, P. O. Box 639
Santos - Brazil

Fazenda Maragogipe, P. O. Box 223
Rolandia - Est. do Parana, Brazil

Cable Address: "PRUFER"

Director-President: Ulysses Ferreira Guimaraes Director-Superintendent: Dorival Guimaraes Silveira
Director-Manager: Lamartine Ferreira de Albuquerque

NOW
MORE THAN EVER
IS THE TIME TO
SAVE
WITH
PORTUGUESE
BEANS
THEY WILL
BLENDS

JUNTA DE EXPORTAÇÃO

NEW OFFICE: **CASO, FORTO, S. TOMÁS, ANGOLA**

MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION

The Haiti Coffee logo is presented on a white rectangular background that is tilted slightly to the right. The background of the entire advertisement section is a dense, black and white pattern of coffee beans. To the right of the word 'HAITI' is a small, stylized bird icon with its wings spread. The words 'HAITI' and 'COFFEE' are written in a large, bold, sans-serif font, stacked vertically.

**HAITI
COFFEE**

is preferred--because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



...The vacuum packed can
convinced her then



The vacuum packed can
will convince her now!

Here's a good sales tip for you:

Back in the early 1930's, coffee-roasters really sold American women on the indisputable advantages of vacuum packed coffee.

In fact, vacuum packed coffee sales soared from 210 million pounds in 1931 to 605 million pounds in 1941!

A new, influential group

Today there are 14½ million new housewives to

many of whom the words "vacuum packed" are a vague phrase. Think of it—14½ million new potential customers who've never even heard the sales story that changed the coffee-buying habits of a generation!

Why not make it clear to them that your coffee's flavor is being given the finest protection yet devised! Tell them the facts about vacuum packing!

In your advertising, tell today's women how vacuum packing protects coffee flavor!



Display the words "vacuum packed" prominently on your label! Let people know you protect your coffee's flavor and freshness!





Photo courtesy of the Pan American Coffee Bureau

GIVING COFFEE A BREAK

Coffee does not need "a break" to demonstrate its position as America's most popular beverage. However, the friends of coffee, and particularly those whose livelihood depends upon its continued progress, could be more alert in developing new coffee users or in bringing about added consumption by present users.

With this in mind, we are pleased that the Pan American Coffee Bureau's new consumer publicity campaign is based upon "The Coffee

Break in Industry." The idea of taking time out for coffee in business establishments has been growing steadily. It should be fostered by the trade because it offers an excellent opportunity to add to normal consumption.

We believe that progressive roasters and distributors will want to fully capitalize this joint effort to step up the use of coffee and thus promote the welfare of the industry as a whole.

RUFFNER, McDOWELL & BURCH, INC.

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

"It pays to trade the Ruffner way"

COFFEE BROKERS and AGENTS

COFFEE & TEA INDUSTRIES and The Flavor Field

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—COLOMBIAN COFFEE MAP AND BOOKLET

Wall Map showing coffee districts, number of trees, highways, railways, cableways, and various statistical information (Ask for 14-A). Revised pocket-size booklet "The Land of Coffee" including a section on "The How and Why of a Good Cup of Coffee." Available from the National Federation of Coffee Growers of Colombia, 120 Wall St., New York.

9—FLAVOR SELECTOR

A handy Flavor Selector and Cost Calculator for the use of flavoring manufacturers. Also Catalog and Price List covering the complete range of essential oils, concentrates and flavor materials. Fritzsche Bros., Inc., 76 Ninth Ave., New York 11.

10—REGIONAL ROASTING PLANT

"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 18, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and pliofilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

13—COFFEE, TEA, TEA BALLS PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossotti Lithographing Co., Inc., North Bergen, N. J.

14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐

Firm Name _____

Street Address _____

City and State _____

Signature _____ Title _____

APRIL, 1952

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

April 1952

Vol. 75, No. 4

Your brand—and the coffee break.....	12	Eight-year rise in U.S. tea consumption	33
How to tie your coffee to PACB's big promotion		Iced tea queen crowned; drive starts....	34
Coast coffee men gather.....	14	New fiber coffee can.....	37
Program—business and social—for PCCA meet		New Orleans has its own traditions in packaging, as in coffee blends	38
Increasing the supply of coffee.....	15	A cargo of cloves	38
A West Coast leader examines the trade's biggest problem		A lot has happened since the early days of cloves in world commerce	38
Pacific Coast growth—and coffee.....	17	India's pepper outlook.....	60
The West Coast coffee year.....	18	Peppermint—American flavor	61
San Francisco as a coffee port.....	22	Part II of a review of a uniquely American flavoring field product	61
Coffee trends in Oregon.....	23	Essential oil plant in Texas.....	63
Remember "Tremendous Trifles".....	26		
Is coffee in transition?.....	28	Departments	
Better ship schedules asked.....	29	Trade roast	14
San Francisco Coffee Club's success....	30	Marketing	27
Methods of making solubles.....	34	On the menu.....	31
Does Tea Council advertising help us?	47	Crops and countries.....	32
A regional packer gives a down-to-earth answer		Ship sailings	37
Midyear tea meeting.....	50	Shipping notes	44
Program set for Tea Association's get-together May 1st in New York		Editorials	45
Indonesia's tea outlook.....	51	Tea leaves—Lewis	47
A comprehensive report on the industry's pivotal tea source		Tea movements	52
U. K. ends tea subsidy.....	52	Packettes	58
Industry leaders weigh impact in producing countries, markets		Spice millings	60
		News from key cities	66-70

Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, D. M. Brody; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: Chicago — Joseph Esler, 6241 No. Oakley Ave.; New Orleans — W. McKennon, 627 Dumaine St.; San Francisco — Mark M. Hall, 461 Market St.; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitando 191; Santos — Tullio Catunda, Praca Maua, 29-s/217.

Subscription: \$3.00 per year, U. S. A. and South America; \$3.50 Canada; \$4.00 foreign. Published monthly. Copyright 1952 by The Spice Mill Publishing Co., Inc., 106 Water St., New York 5, N. Y.



75th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Hitch *your* brand to the coffee break

As you read this, the coffee-break campaign, the most extensive coffee promotion in the 14-year history of the Pan-American Coffee Bureau, is underway.

Facts about PACB's coffee-break advertising and public relations have been presented to coffee trade meetings in key cities throughout the country.

If you were not at one of those meetings—or if you were and would like a wrap-up of the presentation to refer to—this article is for you.

It's based on, and condensed from, the presentation by Charles G. Lindsay, manager of the Pan-American Coffee Bureau, to the trade gathering in New York City and in other centers.

The drive is continuous. If you, as a roaster, have not yet worked out your plans to tie in, go to it. Your brand will benefit. So will the industry.

The domestic coffee trade and the producing countries have one common objective—to increase the consumption of coffee in the United States. Your efforts in this direction are largely, and properly, devoted to the promotion of your own brands. The Pan-American Coffee Bureau undertakes another approach—that of attempting to expand the overall consumption of coffee—to make more people want to drink more coffee. In a nutshell, PACB is seeking to create a larger market for coffee in which all of you can share.

In order that efforts to promote coffee might be founded on a sound base, PACB has undertaken periodic and frequent consumer research projects—to find out what people are thinking about coffee, what they are doing about it, and, most especially, where are the points where promotion is most likely to result in increased coffee consumption.

THREE WAYS TO HITCH YOUR BRAND TO THE COFFEE-BREAK CAMPAIGN

The Pan-American Coffee Bureau is making available to roasters material they can use to put the power of the coffee-break drive behind their own brands.

Here are three ways roasters can make the most of the coffee-break program:

1. Provide your salesmen with coffee-break grocery store posters and shelf cards showing your brand imprint. Get your salesmen to use these, in the stores you sell, with mass displays of your coffee and related items. The display material is available at half PACB's cost.
2. If you sell to restaurants, fountains or luncheonettes, order a supply of restaurant window posters and back-bar posters and offer them as a service to increase coffee sales. Note the space on the back-bar poster for your customer to write in his food feature. This display material, too, is available at half cost.
3. Provide each of your salesmen with a copy of PACB's 10½ by 14 inch coffee-break announcement folder, as a "selling kit." They're free, in reasonable quantities.

The Bureau's 1952 advertising and public relations campaigns are based on just such research findings.

It is, of course, no news that 90 per cent of our population 18 years of age and over drink coffee. That is a large market, but there is room for expansion. We can go after that 10 per cent who don't drink coffee, or we can attempt to get the 90 per cent who do to drink more coffee. What do we know about that 90 per cent which might help us increase the amount of coffee they consume?

When does this 90 per cent drink their coffee? Forty-three per cent of all coffee is consumed at breakfast, with 57 per cent spread over the balance of the day—providing an opportunity to encourage heavier consumption of coffee at the other two meals and between meals.

Examining coffee drinking by age groups, we find that young people 16-to-19 average only about one and one-third cups a day, while those in the age bracket next above average two and a third cups. This suggests there's a lot of room for increased consumption among young people—another guidepost in planning.

We also know that of all the coffee consumed, 81.8 per cent is in the home, 12.3 per cent in public eating places, while 5.9 per cent is consumed at place of work. Anything we can do, then, to increase coffee drinking in the home will have the greatest overall effect upon total consumption.

But let's look also at the 5.9 per cent which is consumed at place of work. It is still low, but the facts show there is a real potential there.

The Winter, 1951, survey of coffee drinking conducted for PACB by The Psychological Corp. shows there was a 55.6 per cent increase in coffee drinking "at work" last winter as compared with the year before. This was a definite indication that between-meal use of coffee was on the way up and should be encouraged.

PACB's most recent Opinion Research Corp. study confirms the importance of between-meal coffee drinking. It shows that 37 per cent of the people who drank coffee "yesterday" drank some between meals.

But the big potential appears in the 63 per cent who did not drink coffee between-meals. What could be gained by drawing this 63 per cent into the habit of between-meal-drinking?

In the first place, between-meal coffee drinkers are the heavy coffee drinkers. On the average, they drink five cups of coffee daily compared with two cups by people who drink coffee only at meals. Two of these additional cups they consume between meals, but —note this particularly—the third cup is consumed *at* meals. As people become greater coffee lovers, they do more drinking *at* meals as well as between meals. Survey evidence on this score also shows that between-meal coffee drinking is enjoyed not only by employed people, but also by housewives and non-workers; that within the employed group it is nearly equally popular among people who work in factories, offices, stores, outside or traveling, or on their own time.

Thus, all elements in the population are potential between-meal drinkers of coffee.

Now, *why* do people drink coffee? What are the appeals of between-meal drinking? Well, 39 per cent of coffee-drinkers say they like the *flavor*; 37 per cent say for *stimu-*

lation; 29 per cent say it is a *habit*; and 19 per cent say coffee makes them *feel better*. We can logically combine the second and fourth categories, thus giving 56 per cent who actually drink coffee because it gives them a lift, provides a pickup, is stimulating.

Why should people who *already* drink coffee, drink *more* coffee? It is something they won't necessarily do of their own accord. People need, and we must give them, an excuse and reason to drink more coffee. The research results point clearly that the attitude of consumers toward coffee and the benefits they expect from it are embodied in one single word—*stimulation*.

Stimulation, we believe, is the key word that will open the door to increased per capita consumption of coffee. *Stimulation* is the reason and the excuse why people should and will drink *more* coffee.

How do we express stimulation, the reason and excuse, in one single promotion theme—a theme that will sell the personal benefits of coffee to *all* people in *all* situations at *all* times?

"Give yourself a coffee break."

Take time out for a cup of coffee. Give yourself a coffee break—it's an appeal to that 63 per cent of coffee drinkers who are not now enjoying the *stimulation* of between-meal coffee drinking.

The coffee-break idea will be sold by ads that are not only eye stoppers but are basically sound—because they are built on solid facts.

Four-color advertisements are scheduled to appear in Life and The Saturday Evening Post, the show-windows of our advertising campaign . . . magazines that carry weight with consumers, the restaurant and grocery trade, and industrial management interested in the coffee break.

These magazines go into every village and town in the United States, yet even with their nine million circulation they give thin coverage. The coffee-break story is therefore being taken directly to the housewives of the country in black and white half-pages in the four leading women's service magazines—McCall's, Ladies' Home Journal, Woman's Home Companion and Good Housekeeping.

But coverage is still weak in those urban areas that contain the heaviest concentrations of population and account for the highest percentage of all food sales.

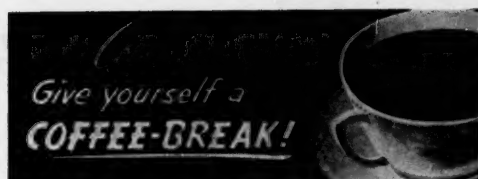
That is why a number of the most important syndicated and independent Sunday newspaper supplements, are being added including This Week, Parade and the New York Sunday News, again with black and white half-pages. The newspapers which carry these supplements have concentrated readership in the 162 most important market areas of the country, in which over 65 per cent of all food sales are made.

But one advertisement a month in each of six national magazines, and in the Sunday supplements, leaves time lapses when the public may forget. Therefore spot radio announcements are being used five days each week over 119 radio stations located in 34 cities.

Now our total potential audience consists of the 54,000,000 families reached by our magazines and Sunday supplements, and nearly 42,000,000 radio families—upon whom we will urge, day after day, "Give yourself a coffee break, and get what coffee gives to you."

But promotional efforts do not end there. There are still the two vital links in the distribution chain that carries our product directly to the consumer—the grocer and the restaurant operator.

So we are using all the major national restaurant trade



Two of the merchandising aids in the coffee-break campaign. They are available to restaurants and grocers only through coffee packers. Above: A 5 by 14 inch window streamer for restaurants. Right: A 12 by 18 inch poster for grocery stores. Note space for brand and price imprint. These display pieces, and others, are in full color.



papers to acquaint both sit-down and counter-type operators with the coffee-break potential for increased sales for coffee and the in-between snacks that go with coffee.

Restaurant operators will be urged to tie-in with the campaign by using two attractive display pieces. Both are lithographed in full color—both carry the coffee-break theme.

The window streamer, at the top, carries an invitation to the passer-by: "Come in, give yourself a 'Coffee-Break' ". It's designed to bring more patrons *into* the restaurant, provide the restaurant operator with the traffic he wants for coffee and for all the snacks that people buy *with* coffee.

The second piece is a backbar display that gives the individual restaurant operator the opportunity to feature any of the related items that people eat when they drink coffee.

Its usefulness lies in its adaptability. With donuts and sweetrolls the most popular and profitable mid-morning, mid-afternoon snacks, the individual restaurant operator can fill in whatever item he is most interested in pushing with coffee. Space is also left open for price insertion.

The coffee-break promotion is being announced to grocers in the same manner, using the leading national grocery trade papers. Here the "break" for the grocer is expressed in terms of more coffee customers—and that means more regular customers for all the other foods the grocer has to sell. He is urged to make his store coffee-headquarters with tie-in displays—and is referred to his roaster for the coffee-break point-of-sale material.

Grocers can tie-in with full color, 12 by 18 inch posters. Urging a coffee-break, these posters can be used on counters, on walls, with mass displays of coffee and related items, and

(Continued on page 64)

Coast coffee men gather at Pebble Beach for PCCA's 21st convention

That the Pacific Coast Coffee Association goes back every year to Del Monte and Pebble Beach is ample evidence of the site's great hold on coffee men. Carmel Bay, the Seventeen Mile Drive, the beautiful golf course—which at spots almost dips into the sea—and the fine accommodations of the hotel might be sufficient in themselves to attract the trade. But there is more to the convention than that. It affords coffee men from this area—and from all over the world—an opportunity to exchange ideas of profit to them, to hear about problems of the industry from its leaders, and to allow their natural social instincts to have free play.

This is PCCA's 21st annual convention, and it is hoped that the California weather man will turn off the rain and dissipate the clouds so that a normal sunny day may prevail. If the past is any criterion you can expect just that.

While the weather here has acted up, there has been no great excitement in the coffee business for the last year—yet there are plenty of problems just the same. Discussion on those problems will be part of the convention's program. A few speakers may even try to peer into the future. The Pacific Coast Coffee Association has produced its share of national leaders in the industry and there will be a word of wisdom from some of them.

One of the more fascinating aspects of the convention will be the galaxy of visitors from other parts of the world, members of the Latin American consular service, and industry leaders in our own country. What they have to say about affairs of interest to coffee men will alone be worth attendance.

Social activities of coffee men at the convention are always an important part of the event. High in this category will be the entertainment arranged by E. A. Johnson, Jr., assisted by E. L. Shaw, of Hills, Bros., and Bob Quinlan, of B. C. Ireland. Ed Johnson, Jr., following the family tradition, has been doing his share of producing laughs for the boys at the past conventions.

Coffee men are good traders and they often have to take a gamble on a deal. That's why they enter so enthusiastically into the Calcutta Pool,

which seems to fall, from year to year under the chairmanship of Bob Powell, of E. A. Johnson & Co. Assisting on the committee are W. O. Nickleman, of the S. F. Pellas Co.; Elmer Briggs, of Leon Israel & Co., Inc.; Leon Cavasso, of the Weldon H. Emigh Co., Inc.; and Morris Buckingham, of the Alta Coffee Co. There will be others called upon to step up the bids, and plenty of excitement can be expected.

Baseball is where talents, not all having to do with baseball, are displayed. Don't fail to see the annual green U. S. roast hassle. There is generally something available in the way of refreshments to keep up your spirits, if the game goes against you. The greens and the roasters are generally well matched, and they fight like demons.

Heading the baseball committee is Joe Fitzpatrick, of Ortega and Emigh, Inc., a man who is fast on his feet, as attested by his Irish Jig at the last convention; Neil Hopping, of Hills, Bros. Coffee, Inc.; Jack W. Schimelpfenig, of the S. L. Jones Co.; and Bill Seely, of J. A. Folger & Co.

Golf is the one amusement which coffee men take seriously. We have many ardent golfers, and some in PCCA would be considered good in any part of the country. The committee handling arrangements, handicaps, etc., is headed by Cedric Sheerer, of Ruffner, McDowell & Burch, Inc. Good golfers helping him are Tom Barrett, of Pellas, Ernie Kahl, of the Joseph G. Hooper, Jr., Co., and Earl Lingle, Jr., of Lingle Bros. Many fine prizes are in store for those who come out on top.

On the more serious side, Harry D. Maxwell, agent for Hard & Rand, Inc., is chairman of the resolutions committee. Others on the committee are William V. Lynch, of W. R. Grace & Co.; R. Brandt, of Ben-Hur Products, Inc.; and C. D. Lincoln of Van Sant & Lincoln, Inc.

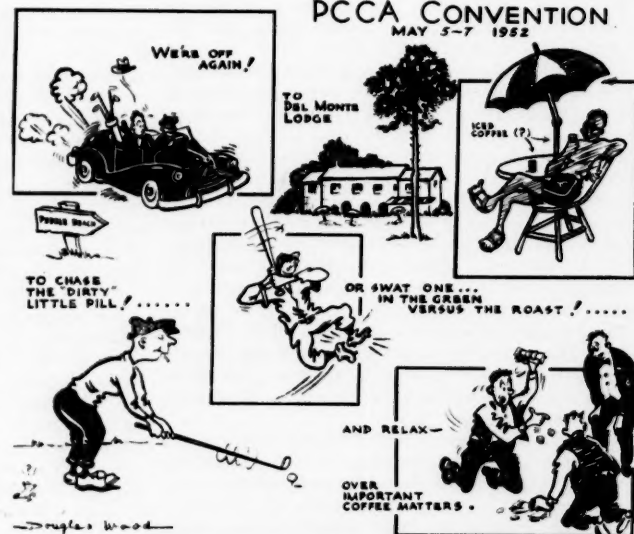
The necrology committee is headed by Weldon H. Emigh, assisted by J. C. Mack, of the E. A. Ackerman Co., Inc.; Karl Emmrich, of the Tucker-Emmrich Co.; and Dan Davies, of the Davies Co.

Some conventioners drop in at the
(Continued on page 72)

Traae Roast

By Douglas H. Wood

PCCA CONVENTION MAY 5-7 1952



What is today's greatest
problem in the coffee industry?
More production says this West Coast leader.

By W. O. GRANICHER, Executive Vice President
Pacific Coast Coffee Association



Increasing the supply of coffee

Problems are an old story with the coffee industry and it is always a matter of opinion as to what constitutes the greatest "problem". My considered opinion is that our greatest problem is an adequate and increasing supply of good coffee. It is certainly a source of satisfaction to note that the National Coffee Association has appointed a committee on this vital aspect of our business. I wish them every success in this most important and difficult assignment.

Some may conclude that just the high price of coffee will inspire increased production and that favorable climatic circumstances in existing production countries will supply us with sufficient quantities to meet the increasing world needs. However, it is evident that some affirmative action is imperative. We cannot leave the industry's future to vagaries of nature and imperfect economic systems. A succession of small Brazilian crops and the final depletion of a long existing Brazilian surplus would seem to make this abundantly clear.

To anyone giving thought to this problem, there are two courses of action. One is to initiate coffee production in countries which are not now producing this commodity and the other is to stimulate increased production in the present growing areas.

Undoubtedly there are many tropical regions having suitable soil and climate in which coffee production could be introduced. It is unquestionably a profitable operation, but the opening of new plantations and the encouragement and attraction of new capital would take considerable time and organization. American venture capital might be employed to do this under the Point 4 program.

The second course would seem to be the more successful one, inasmuch as stimulation in present growing areas would yield quicker results for the effort expended. From my own experience, living and working in coffee producing countries, I would briefly highlight some of the principal courses of action to accomplish the desired result.

Greater mechanization of all phases of coffee culture, preparation and transportation is required. As long as coffee prices were low, labor reasonably abundant and priced to make operations profitable, there was little reason to develop machinery. However, now that the situation has altered, a greater use of available standard machinery and the development of appropriate new devices to replace physical effort should be employed. Emphasis should be placed on quality improvement for existing as well as new plantations.

The prime difficulty in all coffee producing countries is

the diminishing quantity of labor and the low production of the average hand worker. There is a continuing migration in coffee producing countries from rural to large industrial areas where conditions of life and work seem more attractive to the workers and their families.

To induce people to stay on the land and to encourage their return from industrial sections is a large, but very necessary program. Those of us who are familiar with coffee producing areas know that generally speaking very little effort is made to create attractive living conditions—roads, transportation, sanitation and housing are usually very poor. People anywhere require interests, education, health, recreation, entertainment, sports and cultural opportunities. As long as these benefits are absent for large numbers of rural workers, the lure of the urban center will continue, even though actually no improvement in living standards is accomplished.

People often say that coffees were better years ago than they are now. This always inspires a spirited discussion among coffee men. However, it does seem reasonable that quality would suffer with the exhaustion and erosion of soils in older producing areas and the lack of preparation and care due to labor scarcity. The use of machinery, more skillful and trained workers, increased fertilization in present coffee producing areas, the prevention of soil erosion and the modernization of all related efforts could bring about a tremendous improvement in regions which have produced large quantities of fine coffee in past decades.

Along these lines, Professor Cowgill and his staff have accomplished notable results in attaining greater yield from existing trees. They have likewise devised new planting methods that will result in greater production from existing acreages.

Standard Brands Inc. are to be congratulated for their extensive laboratory and field research, which finally brought about the production of a natural enzyme improving the fermenting process. It may be confidently anticipated that progress of this kind will accomplish great strides in improving coffee quality.

Unquestionably, the use of coffee throughout the world is increasing. World War II brought us about 15,000,000 new customers from the Armed Forces of the United States, and also stimulated coffee use in Canada, England and many other parts of the world. If and when world economic conditions improve, we can look to greater coffee consumption in Europe and elsewhere. A better standard of living

(Continued on page 23)



improved **Steepolator®** **ONE-CUP COFFEE BAGS**

Faster infusion • Greater wet strength • Oleophobic paper

Join the roster of famous names in the coffee industry marketing Steepolator Coffee Bags under their brand name — some for over 2 years. Make the much greater profit per pound that this method of packaging gives you.

Give your customers what they want — the same convenience and quality in brewing coffee that they now have in brewing tea.

Steepolator Coffee Bags (used like tea bags) are the original one-cup coffee bags containing only 100% pure ground coffee — no concentrates, no solubles. And Steepolator Bags contain a sufficient amount of coffee necessary for a rich, full bodied brew, i. e. 45 bags to the pound.

MODERN GOLF INC.
130 NEWBURY STREET • BOSTON 16 MASSACHUSETTS

Table I. Population Growth in the West

AREA NAME	AREA IN SQUARE MILES	POPULATION 1940	POPULATION 1950	AVERAGE NUMBER PER SQUARE MILE IN 1950
California	158,693	6,907,387	10,586,233	66.68
Washington	68,192	1,736,191	2,378,963	34.89
Oregon	96,981	1,069,684	1,521,341	15.69
Pacific Coast States—Total	323,866	9,733,262	14,486,527	44.73
Colorado	104,247	1,123,296	1,325,089	12.71
Arizona	113,909	499,261	749,587	6.58
Utah	84,916	550,310	688,862	8.11
New Mexico	121,666	531,818	681,187	5.60
Montana	147,138	559,456	591,024	4.02
Idaho	83,537	524,873	588,637	7.04
Wyoming	97,914	250,742	290,529	2.97
Nevada	110,540	110,247	160,083	1.45
Mountain States—Total	863,887	4,150,003	5,074,998	5.87
Alaska	586,400	72,524	128,943	.22
Alberta, Canada	255,285	817,861*	981,400*	3.84
British Columbia, Canada	368,255	796,169*	955,400*	2.61
Yukon Territory, Canada	207,076	4,914*	5,400*	.026
Above Area in Canada—Total	828,616	1,618,944	1,942,200	2.34
TOTALS	2,602,769	15,574,733	21,948,368	

* Figures based on Canadian Census of 1941 and estimates for 1950.

Pacific Coast growth — and coffee

By **JOSEPH G. HOOPER, JR.**, *Director
Green Coffee Division
Pacific Coast Coffee Association*

The term "West" as used in this article covers a very large number of square miles, extending from the Arctic Ocean and the Behring Sea in the north to Mexico in the south. Yet this area is served by the Pacific Coast coffee trade, and it is to its interest to consider its growth.

In retrospect, consider the Pacific Coast states, with a population of 105,891 in 1850, growing to 14,486,527 in 1950 and the Mountain States growing from 72,927 to 5,074,996 in the same span of years. The main growth has been in the urban areas and density of population is still relatively small.

California led the nation in its growth. It increased its population 86.5 per cent between 1930 and 1950. In the last ten years, the number of people engaged in agriculture in this state did not change, but the employees engaged in industry, as well as in wholesale and retail trade, increased a great deal. Alaska and the western part of Canada have also shown considerable growth in the last ten years. Table I illustrates the growth and density of population in the whole West:

The coffee trade, in serving this area, formerly obtained a large part of its green coffee supplies from Central America and Mexico. However, with production in these countries not keeping pace with the population growth of the West, it has been necessary to use more coffees from Brazil and Colombia.

This trend is illustrated in Table II, which shows the imports of green coffees through U. S. Pacific Coast and British Columbia Ports for the years 1941 and 1951. The year 1941 was taken because it was just previous to the imposition of U. S. government controls, which became effective in 1942. The data is based on figures published by the

Pacific Coast Coffee Association and the percentages are based on actual bags without adjustment for differences in bag weights.

The Pacific Coast import centers in 1951 and the percentages of the total imports for the whole Pacific Coast

(Continued on page 29)

Table II. West Coast Green Coffee Imports

SOURCES OF COFFEE	1941	1951
Brazil	39.85%	47.64%
Colombia	18.53%	21.99%
Central America and Mexico ..	37.19%	26.46%
Others	4.43%	3.91%
Totals	100.00%	100.00%

Table III. 1951 West Coast Coffee Imports by Area

IMPORTING AREA	PERCENTAGE OF ALL PACIFIC COAST IMPORTS	IMPORTS PER CAPITA OF AREA NAMED. (STATE OR PROVINCE)
San Francisco	71.54%	28.61 pounds green coffee
Los Angeles	14.06%	
San Diego84%	
All of California	86.43%	34.57 pounds green coffee
Washington	8.92%	15.86 pounds green coffee
Oregon	2.94%	8.16 pounds green coffee
British Columbia	1.71%	7.60 pounds green coffee

The coffee year on the West Coast

By MARK M. HALL, San Francisco Representative
Coffee & Tea Industries

What happened in the coffee trade in this area in the last year, is probably not much different from what took place in any part of the United States. But reactions here probably differed in some ways. One point of difference which a westerner would insist on is that the Pacific Coast is an area of tremendous growth in population, more so than the rest of the country. This would tend to offset any possible static tendencies in coffee volume and would keep western roaster sales forging ahead.

What impressed roasters during the past year is that coffee remained at high levels of sales volume. Any fears they



The Lone Cypress at Midway Point, near Del Monte Lodge.

may have had about sales falling off were not realized, even though prices of green coffee remained high, with consequent high roasted prices to the consumer. It seems that resistance to the present levels is about over, at least for the present.

With ceilings and a balanced supply and demand situation, the spread of prices of green coffee has not ranged beyond about three cents, which has had a tendency to change the character of coffee buying. For this period, it has been hand-to-mouth, for replacement only, with no fear of a run-away market.

This was influenced by assurances from the OPS that ceilings would not be raised, and prices did not have to go far to reach them. Prices would also not drop much because of the statistical position and the official attitudes of the producing countries.

Also contributing to the buying practices of roasters are the large sums required to finance purchases. Even within such a narrow range of prices, the roaster can still lose, say two cents in any one purchasing period, but he figures that the continued practice of cautious buying will give him his chance, sooner or later, to even up.

On the whole there is less risk for the roaster in buying nowadays, but it still leaves him with his greatest problem of trying to survive with narrowed margins.

The green coffee man will agree that coffee has been offered within a narrow range of prices for the last year. This balance has made it very sensitive to any change in

economic or market conditions. They believe, moreover, that these conditions will prevail for some time. Reduced margins of profits have caused the roasters to shop about more. The trader who can shade a fraction of a cent gets the business, but he has to look sharply to his own narrowed profit. Hand-to-mouth buying makes the demand more steady, but even this is subjected to buying flurries within a limited range.

The importer stands between two great forces, the pressure of the buyer for lower prices and the pressure of the exporter and grower for higher prices. He is in a squeeze himself, struggling to maintain a faintly reasonable margin for himself.

When prices hit a certain high point during the past year, great resistance was encountered by local green men from the roasters. When Colombian's touched 60 cents at the turn of the year, ex-dock San Francisco, resistance was so great that prices were forced down. A number of weeks later they were off about two cents. About that time, Brazils hit a high and buyer resistance manifested itself with the same effect.

During the year the margin between spots and futures narrowed until now futures are in some cases higher than spots. This seems to be confirmation of the opinion that present levels will hold. There is a lot of coffee in Central America still unsold, a reflection of present roaster buying for current needs only. The selling season is just extended over a longer season period, but there is no question of the coffee being absorbed.

It is believed that in the main the estimate of Brazilian crops can be accepted. The crop is still considered low, and some private sources estimate the 1952-53 crop at about 15,500,000 bags.

From May to about July 1951, green men had been saying it was one of the most prolonged dull periods they had ever experienced in the business. The roasters had received large shipments and seemed to be well supplied. An importer added that the growers had enough fat on their bones to last for some time and were holding out for higher prices. At the end of the period, other importers were predicting—with a show of figures—larger crops and a surplus. They looked for lowered prices in November and December, especially as the new Brazilian crop made itself felt.

But the sentiment in the coffee business has a way of making rapid changes. Soon after, these bearish predictions by the green men, adverse reports began to come in regarding the Brazilian crops. The bean was smaller and estimates of the exportable crop were down. This bullish news as to prices was accepted at once.

The roasters began to show more interest in buying. There was a dock strike in New York. Spots were cleaned up. It became difficult for some brokers to obtain offerings. Prices went up, spots hit a high in November, receded, and were high again in January, 1952. Importers during this period conceded that business was better, but they still seemed to expect the roaster to change his type of buying.

Over the winter months roaster business was good, and

(Continued on page 23)



Del Monte Lodge

GREETINGS

to the

1952 Convention

PACIFIC COAST COFFEE ASSOCIATION

E. B. ACKERMAN CO., INC.
COFFEE IMPORTERS & BROKERS

1340 East 6th Street
Los Angeles

EDW. APFFEL CO.
ROASTERS & PACKERS

2115 S. Grand Ave.
Los Angeles 7

J. ARON & CO., INC.
GREEN COFFEE IMPORTERS

242 California Street
San Francisco

BEAR AND GARRIGUES
CERTIFIED PUBLIC WEIGHMASTERS

104 Commercial Street
San Francisco

BEN-HUR PRODUCTS INC.
COFFEE — TEA — SPICE — EXTRACTS
Los Angeles

BREAKFAST CLUB COFFEE
ROASTERS & PACKERS

1200 North Spring St.
Los Angeles

BURTON, PARTLAND & CO., INC.
CERTIFIED PUBLIC WEIGHERS SINCE 1914

221 Front Street
San Francisco

C. G. CAMBRON
COFFEE COMMISSION

210 California Street
San Francisco 11

GEO. W. CASWELL CO.
COFFEE ROASTERS

642 Harrison Street
San Francisco

COFFEE INDUSTRIES CO.
ROASTERS & PACKERS

6409 San Fernando Road
Glendale, Calif.

CRESCENT MANUFACTURING CO.
COFFEE ROASTERS

Seattle 4, Wash.

DALE BROS., INC.
FAVORABLY KNOWN

1420 'H' Street
Fresno, Calif.

DAVIES WAREHOUSE CO.

164 South Central Avenue
Los Angeles

WELDON H. EMIGH CO., INC.
SANTOS — MILDS

150 California Street
San Francisco



A Golfer's view of
the Pebble Beach course

Our Best Wishes to the Convention

GREETINGS

B. C. IRELAND, INC.

227 FRONT STREET
San Francisco

ARTHUR IRISH COMPANY, LTD.
IMPORT AND EXPORT BROKERS

1220 W. 6th Ave.
Vancouver 9, Canada

LEON ISRAEL & BROS.

COFFEE IMPORTERS
Brazil — Colombia
160 California Street
San Francisco

JEWEL TEA CO., INC.

COFFEE ROASTERS

Los Angeles 43, California

JONES-THIERBACH COMPANY

IMPORTERS

431 Battery Street
San Francisco 11

G. W. KONIG & SON

CERTIFIED PUBLIC WEIGHMASTERS

147 Drumm St., San Francisco

KOPPEL BROS.

CERTIFIED WEIGHERS

117 East "B" Street
Wilmington, Calif.

R. N. LUSCOMBE CO.

ROASTERS & PACKERS
LUSCO COFFEE
367 Second Street
Oakland, California

HARRY D. MAXWELL

AGENTS—HARD & RAND, INC.

220 Front Street (11)
San Francisco

FARMER BROS. COMPANY

ROASTERS & PACKERS

3828 South Main Street
Los Angeles 37

FOLGER'S COFFEE

★ 102 YEARS ★

San Francisco

HAAS BROTHERS

FOR OVER A CENTURY—IMPORTERS & JOBBERS

230 California Street
San Francisco

D. HECHT & COMPANY

CRUDE RUBBER AND FOREIGN PRODUCE

510 Battery Street
San Francisco

HILLS BROS. COFFEE, INC.

COFFEE ROASTERS

San Francisco, Calif.
Edgewater, New Jersey

JOSEPH G. HOOPER Jr. CO.

GREEN COFFEES

203 California Street
San Francisco

HUGGINS-YOUNG CO.

ROASTERS & PACKERS

4618 Pacific Blvd.
Los Angeles, Calif.

INTERNATIO-ROTTERDAM, INC.

IMPORTERS

351 California Street
San Francisco 4

Del Monte Lodge, Pebble Beach, California, May 4-7, 1952

MAXWELL HOUSE DIVISION
of General Foods
COFFEE ROASTERS

2750 Halcyon Drive, San Leandro, Calif.

W. L. McCLINTOCK CO.
AGENTS—BROKERS, COFFEE AND SPICES

103-105 Clay Street
San Francisco 11

M. J. B COMPANY
ROASTERS & PACKERS

665 3rd Street
San Francisco 7

W. J. MORTON, INC.
IMPORT COMMISSION AGENT & BROKER

180 South Central Avenue
Los Angeles

NAUMANN, GEPP OF CALIFORNIA
COFFEE IMPORTERS AND BROKERS

225 Front Street
San Francisco

THE NESTLÉ COMPANY, INC.
INSTANT COFFEES

Colorado Springs, Colorado

BENJAMIN J. OLDER
RUSS BUILDING

San Francisco

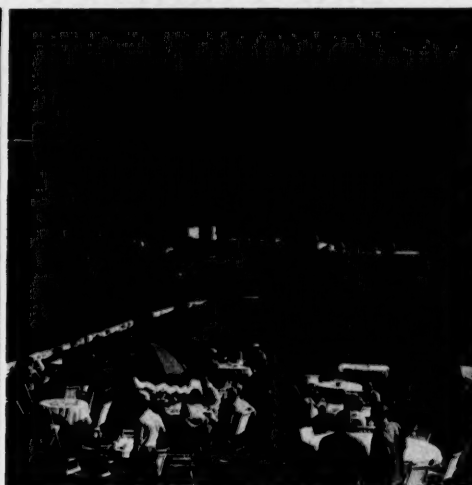
ORTEGA & EMIGH, INC.
IMPORTERS & BROKERS

461 Market Street
San Francisco 11

J. B. RUTH & CO.
COFFEE IMPORTER
Cable address: RUHIL
114 So. Central Ave.
Los Angeles 12

S & W FINE FOODS, INC.
ROASTERS & PACKERS

155 Berry Street
San Francisco 19



Spectator's view of the famous Pebble Beach golf course

SAN FRANCISCO WAREHOUSE CO.
CATERING TO THE COFFEE TRADE

605 Third Street
San Francisco

VAN SANT & LINCOLN
IMPORTERS & BROKERS

Pier 59
Seattle, Wash.

WASON BROTHERS COMPANY
COFFEE ROASTERS

3018 Western Avenue
Seattle 1, Wash.

WELLMAN, PECK & CO.
ROASTERS & PACKERS
335 Embarcadero Street
San Francisco
"Over 100 Years"

WOOD COFFEE CO., INC.
COFFEE ROASTERS

Tacoma, Washington
Billings, Montana

ZIEL & CO., INC.
IMPORTERS & EXPORTERS
Quality Coffees—Venezuelas & Central Americas
149 California Street
San Francisco 11

San Francisco as a coffee port

By **WILLIAM A. GEARY**, *Chief Wharfinger
Port of San Francisco*

In an article which I was asked to prepare for publication in the fall of 1949, titled "The History of the Coffee Trade at the Port of San Francisco," there appeared at the end of the piece this statement:

"All indications point to an ever-increasing movement of coffee through this port, with an estimated value in 1949 of \$70,000,000."

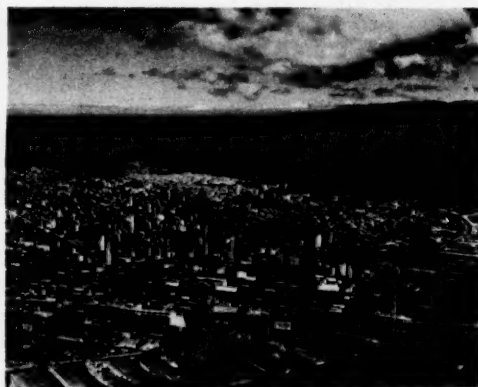
That estimate turned out to be quite close to the mark, which actually was tabulated at \$73,622,329. But who, then, would have been foolhardy enough to predict that the 1950 total would zoom to an unprecedented \$120,475,130, representing 124,919 tons?

Coming closer down to date, we find that for the first 11 months of last year—1951—(December figures are unavailable at this writing)—coffee trade statistics for the San Francisco Customs District show a dollar value of \$139,747,208, and a volume of 139,289 short tons. This places coffee out in front as our principal import commodity in value, ahead by an almost astronomical distance over the No. 2 import item, copra.

Comparing the 11-month period last year with 1925—just over a quarter century ago—we find that 1925 recorded the importation of 59,098 short tons of coffee, with a value of \$25,867,700. This shows an increase in 26 years of 145 per cent in volume, and 440 per cent in value. It is interesting to note further, that the value per ton in 1925 was \$437.71, while in 1951 it comes out at \$1,003.29.

San Francisco remains—as it has been since the records and the memory of man runneth not to the contrary—firmly in third place as an import center for the coffee trade. It also holds close to around nine per cent of the nation's total volume of coffee imports.

The leading countries of origin of San Francisco's coffee imports, in order, are Brazil, Colombia, El Salvador, Guatemala, Mexico and Costa Rica. The fact that El Salvador ranks third in coffee production, and that the other West coast areas named are important factors in the trade, are due largely to the circumstance that since about 1900 the Pacific Coast roasters, centered largely at San Francisco, have been continuously active



San Francisco, looking toward the Golden Gate

in helping to develop those countries in the field of coffee production.

Among the many reasons why San Francisco thrives as a great coffee port is the exceptional transport service from the producing countries, rendered by the various steamship companies serving the trade. The principal lines are Grace Line, General Steamship Corp., Moore-McCormack Lines, Pope and Talbot's Pacific-Argentine-Brazil Line, Silver Line, Johnson Line, Independence Line, Java-Pacific Line, Holland America Line, French Line, Italian Line, Westfal-Larsen Co. Line and others.

The first shipments of coffee arrived at the Port of San Francisco in 1849, 103 years ago. In those pioneer days, cargo had to be discharged onto lighters and brought ashore to the crude landing wharves. From such humble beginnings traces the vast tonnage brought in today.

There are 26 coffee packers and an equal number of green coffee brokers here, many with national reputations.

GREETINGS TO ALL MEMBERS OF THE P.C.C.A.

S. F. PELLAS

Coffee Importers

104 Front Street
NEW YORK 5, N. Y.
Tel.: Dlgby 4-9465

203 California Street
SAN FRANCISCO 11, CALIF.
Tel.: YUkon 2-5161

Offices and Agents in all the Americas

The oldest local coffee roaster still in business is J. A. Folger & Co., founded in 1850. About the same time M. P. Jones founded the firm now known as the Jones-Thierbach Co. Wellman Peck & Co., was established as a wholesale grocery house in 1847, and later entered the coffee trade. The M. J. B. Co. and A. Schilling & Co. began processing coffee in the early 1880's. Sussman, Wormser & Co., now S. & W., was founded a few years later.

In 1900, Austin H. and Reuben W. Hills, who had begun roasting coffee here in 1878, developed the vacuum method of packing their product to preserve its freshness, 20 years before the process was adopted by other coffee grinders in other parts of the country.

Another reason for San Francisco's leadership in coffee is the "know-how" acquired by pioneer local firms that have been run by the same families for three generations.

Today coffee roasting and packing is San Francisco's second largest industry, exceeded only by the combined trades of printing and publishing.

The coffee year on the West Coast

(Continued from page 18)

one who can speak for the trade said at the turn of the year that if the industry could meet its problems as well in 1952 as it met them in 1951, they had nothing to fear. Consumer resistance was about gone, and the Coast was booming.

This optimism soon came to an end, however, as prices climbed in January. Spots became scarce, and with limited coffees afloat, growers were holding back and agitating for removal of the ceilings. The opinion changed to one of confusion, but according to the law of gravity, what goes up will come down, and the situation was resolved. Prices came down in February and March, and seem to be back to that narrow range one hears about.

There are plenty of difficulties in the coffee business, but the same old welcome faces seem to make their appearances at the coffee conventions. Maybe the excitement of the last few years is over, and the trade will have to settle down to the "narrow range" and well shaved margins. There is no use in becoming excited, for as one broker put it, "The coffee business has always been that way." The trade in San Francisco has survived wars, fires, earthquakes, booms, depressions and the New Deal, for the last 102 years. It should be able to digest a tight statistical position and high prices, for a while at least. If the past is any judge, these ailments have a way of correcting themselves.

Increasing the supply of coffee

(Continued from page 15)

throughout the world also spells a greater demand for coffee and for better coffee.

It is extremely important that a campaign for improved quality should parallel all efforts to produce more coffee.

Another interesting phenomenon in coffee producing countries is the increasing consumption of the commodity in those nations, as for example in Mexico, Cuba, Peru and others.

It seems all too obvious that we must have additional quantities of coffee if our sales promotion is to result in ever-increasing consumption. In order to supply such demand and because of a steadily growing world population, it becomes imperative that we must have the supplies to meet the need.

What are we going to do about it?

Greetings —

to all the trade and
guests for a very suc-
cessful convention.

★

E. A. JOHNSON & CO.

COFFEE IMPORTERS

166 California Street
San Francisco 11, Calif.

*Best Wishes
for a
successful convention*

BENJ. C. BETNER COMPANY **of California**

"BETTER COFFEE BAGS"

Byrne, Delay & Co. Coffee

NEW YORK

Cable Address:
"VICAPE"

MEMBER OF
NCA

104 Front Street

Agents for Reliable Shippers in Producing Countries

Specializing in
BRAZILS
COLOMBIANS
VENEZUELAN

Agents for:
MORGAN SOUTTER & CIA., LTDA.
SANTOS

Coffees of High Quality are Produced in:

COSTA RICA • CUBA • DOMINICAN REPUBLIC
EL SALVADOR • GUATEMALA • HAITI
HONDURAS • MEXICO • NICARAGUA

*For uniform quality and satisfied customers —
It will pay you to use these coffees in your blends*

FEDERACION CAFETALERA
CENTRO-AMERICA - MEXICO - EL CARIBE

Dirección Cablegráfica: FEDECAME

SAN SALVADOR, EL SALVADOR, C. A.

Coffee trends in Oregon

By R. IRVING ANSCHUTZ, *Regional Vice President for Oregon Pacific Coast Coffee Association*

Conditions in the Portland area and the Pacific Northwest, as far as the sale of roasted and green coffee are concerned, are probably not very different from a year ago. Although our territory is still experiencing a steady growth in population and in new industries along with the rest of the West Coast, which has undoubtedly helped to offset any drop in volume due to the higher prices, the importation of green coffee through the port of Portland in 1951 shows a decrease from 1950.

Figures furnished by the Chamber of Commerce show a total of 16,889,824 pounds imported here in 1950 and only 11,948,416 pounds in 1951, or about 37,000 bags of 132 pounds. We are told that what was formerly one of the oldest and largest of our local roasters (sold to out-of-state interests several years ago) now only roasts their restaurant and institutional coffee in this plant. This fact alone could probably account for the larger portion of this decrease in imports.

There is also some Portland coffee which is occasionally unloaded and cleared at Seattle and Tacoma which would increase our import totals, but the exact amounts are not readily obtainable and only individual local roasters can tell if these figures reflect their own volume experience. Probably several have gained ground while others have lost small amounts of their former volume. However, with the U. S. total import figures for 1951 showing a gain over 1950 of 1,876,902 bags, or about 10 per cent, this local loss in a supposedly expanding and growing region could stand further study.

One of the highlights of our year was the recent visit paid us by Bill Williamson, of the National Coffee Association, and his associates, Charles G. Lindsay, manager of the Pan American Coffee Bureau, and Fred Baxter, of the Robert W. Orr Associates, Inc.

A luncheon meeting was called at the Aero Club of

Oregon, and all the managers of the local coffee roasters were present with their sales managers. The local sales managers of all the other Pacific Coast roasters were also invited, and we are happy to report that we had a 100 per cent attendance.

With the aid of color slides and sound equipment, Mr. Lindsay gave a very interesting and complete resume of PACB's advertising campaign for the coming season, a program highly praised by all present. This preview, which is being presented throughout the country, should help all roasters to tie in their own advertising programs and materially help in publicizing the beverage we all love and which furnishes us our livelihood.

Shortly after this is published, the Pacific Coast Coffee Association will again be in convention in Del Monte. On behalf of the Portland membership, I would like to extend our greetings and best wishes to the other members and our sincere thanks and appreciation to the officers and members of the various committees which are the backbone of this association.

There are still many problems confronting all branches of the coffee industry on the eve of this convention and although we cannot hope to solve them all, the stimulation of free discussion and thought in an intelligent group of like-minded men should contribute substantially to the alleviation of those problems.

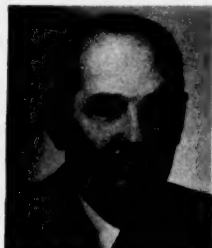
Southwest Coffee buys Cooper's Best, trade name for coffee and spice line

Cooper's Best a trade name for coffee and spices, has been purchased by Southwest Coffee & Spices, Ltd., Waco, Texas.

Gene Parsons, who together with Goodhue Smith, owns Southwest Coffee & Spices, announced that the Cooper's Best brands, which have been in use for over 50 years, will be processed and packaged at 416 Mary Street, Waco, where they have been handled ever since they were first established.

Production manager is W. H. Gohagen, veteran coffee and spice expert.

Southwest Coffee & Spices distributes coffee and spices throughout a territory including 11 Texas counties in a 50-mile radius of Waco.



HENDRICKSON & KAMMER

101 FRONT STREET, NEW YORK 5, N. Y.

Green Coffee

Members: New York Coffee & Sugar Exchange, Inc.;
Green Coffee Association of New York City, Inc.

Telephone: HAnover 2-9182-3

Cable Address: Henkam

Let's emphasize "Tremendous Trifles", too

By **STANLEY GLEASON**, Director
Roast Division
Pacific Coast Coffee Association

I walked into the back room of C. E. Bickford & Co., San Francisco, in August, 1923, to start work in the coffee business. The one thing that has remained clear in my mind from that day to this is the wonderful aroma of roasting coffee. Year after year, this same aroma has been amplified a thousand-fold, until I now know there is nothing else in all the world to equal it, nor to equal in taste a cup of good coffee properly brewed. It is such a pleasant and satisfying taste that it calls for another cup, and yet another.



Right now, the coffee industry is launching a new campaign, "The Coffee Break." I wonder if this wouldn't be an ideal time to carry on an educational program in the proper brewing of coffee, to go with the coffee break.

In seeking new outlets for our product, wouldn't it be advisable to take the time and trouble to emphasize once again the vast importance of "Tremendous Trifles?"

These so-called trifles cannot be hammered home too often if they are to bring lasting results. One has only to go into an average restaurant to see what I mean. Some do not use enough coffee for the amount of water. Some do not bring the water to a boil. Some let the coffee cool and then reheat. Some keep it constantly at too hot a temperature; Some do not clean their utensils properly, and so on to a dozen or more other such "trifles."

And we permit the manufactures of coffee brewing equipment to advertise their particular device as being able to get 40 per cent or more cups of coffee to the pound if the housewife will use their brewing utensil. It has been my experience that there is no better way of extracting flavor from ground coffee than allowing the water to remain in contact with the grounds a sufficient length of time to fully extract the desired flavor, this time varying with different grinds of coffee. And most coffee makers perform this function satisfactorily if properly used.

Trying to stretch a pound of coffee into two pounds can only result in one thing, poor coffee, and surely this is no way to get the consuming public to drink more coffee.

These thoughts occur to me because I wish that every person in the country could share with me the delight of truly fine coffee aroma and the satisfying pleasure of a cup of good coffee. It is probably a selfish thought, because I know it would create more true coffee lovers, and that, I think, would help the coffee industry.

W. R. GRACE & CO.

San Francisco

New York

New Orleans

QUALITY COFFEES

COLOMBIANS

Medellin
Tolima

Armenia
Girardot

Manizales
Libano

BRAZILS

Santos

Paranaguá

CENTRAL AMERICANS

Guatemala
Salvador

Nicaragua
Costa Rica

ECUADORS

Unwashed

Washed

Marketing

Premiums spark sales in about one-fourth of the nation's homes

New facts about the use of premiums in the merchandising of consumer commodities are produced by a study of premium distribution in the United States made by National Family Opinion, Inc., an independent consumer research organization in Toledo, Ohio.

The study covered a three-month period ending November 30th, 1951, during which a "balanced panel" of American families representing a cross-section of the national market reported in detail all premium receipts in the household.

Three-fourths of the reporting families did not receive any premium during the period.

The lady of the house, the homemaker, gets most of the premiums.

The vast number of different kinds of premiums being used is highlighted by the fact that almost one-third of all premiums consists of 118 miscellaneous items, too numerous to tabulate. There is a very evident lack of exact knowledge as to what constitutes a popular premium. Premium items of established popularity are comparatively few in number, according to the survey report.

Premiums as defined in the study does not include coupon premiums, in which consumers trade in coupons for the product at a discount or free of charge.

Denver coffee war hurts food people, grocer says

For packers tempted to hypo their sales momentum with a price deal, facts about what's been happening in the Denver price war on coffee might be considered in the realm of higher education.

Here, for example, is the way a grocer who visited Denver sized up the situation, as reported by New England Grocery and Market Magazine.

"Competition here is brutal. Thank goodness for our markup law," says Roland Chaput, Lawrence, Mass., A. G. Store operator, about Denver retail price wars. Visiting cities from coast to coast on a special trip to the Far West, the aggressive textile city merchant found competition making a football of the timed pound of coffee. When managers of the chains and large independent supers look for a hot loss leader it's the can of coffee that gets the nod.

"Carload prices for coffee, including the 2 per cent discount, figure at 82¼ to 82½ cents. Normal retail is 91 to 93 cents. Progressively merchants have been shaving coffee prices, first on week end sales, then on first of the week specials, finally on regular shelf prices all week long.

"Last week an independent Super dropped a leading national brand to 65c, a loss of 17 cents on every tin. The

leading chain came back with a shelf price slash to 69 cents on another leading brand.

"Said a big chain operator, 'We said this couldn't go on for long. But it has. We are losing \$2.40 on every case of coffee but we have to stay with the herd. Something is going to have to give way soon in this competition. We are now putting on from 20 to 25 loss leaders every week. Coffee has to be one of them. Maybe in a year we will get back to normal but a lot of people in the food business are going to be hurt badly in the meantime.'"

New advertising medium

A new advertising medium is now available. It's Advergum, a chewing gum which carries the advertiser's name, pro-

duct, service or sales message on both the front and back of each stick of gum.

Easy to remove, reusable decals display is announced

A new display sign that can be attached to glass in a matter of seconds and removed even more quickly is made of decals scaled between two layers of clear Vinylite plastic sheeting.

The flexible, transparent panel, with the decal sign imbedded, is mounted by merely wetting a window or mirror with water, placing the sign over the wetted surface and removing the excess water with a squeegee. This process sets up a bond which holds the Vinylite plastic sheeting in place through all types of temperature changes.

"Your BAR-NUN 'Auto-Check' WEIGHER Is a Big Improvement"



THIS BAR-NUN USER* SAYS:

"We have been using one of your No. 25 Bar-Nun 'Auto-Check' Weighers for about three years and are highly pleased with it. It is a big improvement over any other weighing machine we have ever used and is giving us entire satisfaction."

*NAME ON REQUEST

FIRST-time users of a Bar-Nun "Auto-Check" Weigher are impressed with the many improvements it brings. First, and foremost, these days, is the matter of SAVINGS. Its consistent weighing accuracy . . . the way it *definitely stops overweights* . . . means really important dollar savings, especially since coffee costs so much. If there was ever a piece of production equipment that paid for itself with the money it saved, *this is it!*

Packing time is also cut considerably. The Bar-Nun will run hour after hour, day in and day out, with smooth mechanical precision. Model No. 25 delivers up to 30 one-pound

discharges per minute, setting a steady, measured pace that results in greater daily production.

You, too, may discover new profits thru *big savings* made possible by the right Bar-Nun model recommended by our coffee plant engineers. There's a range of models to weigh from ¼ of one ounce up to 5 pounds. Get full details. Check up on Bar-Nun savings NOW. Write today!

B. F. GUMP CO.

Engineers and Manufacturers Since 1872

1312 So. Cicero Ave., Chicago 30, Ill.



B. F. GUMP CO.

OPTIMUM DUPLIC
NET WEIGHERS

IDEAL GREEN
COFFEE CLEANERS

GUMP COFFEE
GRINDMILLERS

BAR-NUN WEIGHERS
AND BAG FILLERS

IDEAL COFFEE
ELEVATORS

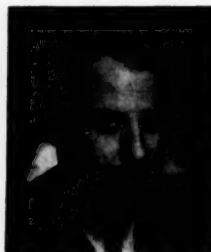


Is coffee in a stage of transition with growth of instants and coffee bags?

By **CARL D. LINCOLN**, Director
*Green Coffee Division
Pacific Coast Coffee Association*

This past year has not been an uneventful year in our industry, but climaxes have not been of major proportions. Other years have produced such notable events and happenings as the beginning of OPS, the great price advance of 1949 (when coffee "grew up"), the terrific trading era of the war years, the OPA and many other developments.

It is true that during the past year the roasters in some areas have been plagued by OPS where unjust competition has been prevalent. It is also felt by many members of the trade that export quotas have not been of any help, but a hindrance. Happenings such as these create a "never a dull moment" situation for the coffee industry—both green and roast—and while the attitude of all of us is far from complacent, we feel the coffee business is kind enough and



interesting enough for us to want to be a part.

We are reaching a stage in coffee life where a definite transition is developing; i. e. soluble coffees, Cup Brew bags and Steepolator bags. It will be extremely interesting to witness the effect they will have on the original methods of manufacture that have proven so successful almost ever since the advent of coffee. If considerable inroads are made against the time worn methods of brewing (and it appears inevitable that they will), what will the effects be regarding the total tonnage of this country's imports? It is also highly possible that if a shortage in producing countries actually develops, the overall effect on the number of cups consumed may be changed but very little, as these newer methods make for less waste.

This past year's activities of the Pacific Coast Coffee Association, under the able guidance of E. F. Hoelter, have been gratifying, and it has been a great pleasure for the writer to have worked with him as well as with the other officers and directors. We of the Washington branch are happy to be a part of the PCCA, which enables us to enjoy the goodwill and camaraderie of the whole industry.

We also welcome to our fold the membership of Nabob Foods, Ltd. of Vancouver, the first in Canada to become affiliated with us.

Will enjoy seeing you all at Pebble Beach!

J. William Klapheke dies

J. William Klapheke, president of the old Louisville Coffee Company, Louisville, Ky., for 30 years, died recently at the age of 79.

He is survived by a brother, four sons, a daughter, another brother, 20 grandchildren, and 17 great-grandchildren.



Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Dlgby 4-8777

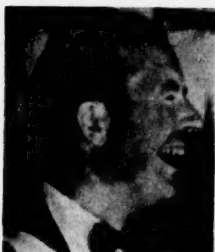
Cable: NYLORENA

Teletype: NY 1-3368

Better scheduling of coffee ships would speed shipments, cut distribution expenses

By **CARLTON F. COREY**, *Director
Roast Division
Pacific Coast Coffee Association*

Once again we are approaching coffee convention time on the Pacific Coast and, as members of the trade, we are looking forward to this annual event with zest and pride.



Pebble Beach and Del Monte Lodge, located along the rugged shores of the Pacific Ocean lend themselves admirably to our grand industry, an industry so dependent on oceans which provide the means of transporting our raw materials from the agricultural frontiers of the Western hemisphere to the great consuming centres.

As our industry is faced with high raw material prices, high transportation costs, high distribution and selling expenses, it is important to speed to us the raw material purchased. Faster post-war vessels have greatly speeded up the transit time.

However, better scheduling of steamers would be the next step to assist the trade in this problem. Time and time again, various steamers are loading simultaneously or within a time interval of a day or so, and I believe it would be advantageous to all concerned if the steamers scheduled to load coffee were spaced several days apart.

The coffee association and freight conferences have always cooperated and understood one another's problems in the past, and a great step forward would be realized if the ocean freight carriers could coordinate the loading dates of ships carrying green coffee to our ports to prevent overlapping of schedules.

Looking ahead to May 5th, 6th and 7th, we again will renew old friendships and welcome new ones at convention time at Pebble Beach, a truly beautiful locale for our annual gathering of the clan.

Pacific Coast growth—and coffee

(Continued from page 17)

are shown in Table III, which also shows the per capita imports of green coffees for each importing area:

The figures illustrate very well the importance of California, and especially of San Francisco, as a distributing center of green coffee for the West. This State imported 86.43 per cent of the coffee imported on the Pacific Coast in 1951, and of this 71.54 per cent came through San Francisco. Based on the 1950 population of California, San Francisco imported 28.61 pounds of green coffee per person.

It is quite evident from this that much of this coffee went to other places and that the San Francisco coffee trade has

(Continued on page 64)

HAYES G. SHIMP (CANADA) LTD.

*Coffee Brokers
Tea Importers*

**15 TORONTO STREET
TORONTO 1, ONT., CANADA**

For Extra Sales — an Extra Lift

Although price is always a consideration it is also true that once an individual has discovered the extra lift which Muller's flavorful chicory imparts he does not readily change. It's something to remember in these days of shrinking volume.

E. B. MULLER & CO.

53 Wooster St.
New York

613-615 South Peters St.
New Orleans, La.

Factories in Michigan

Agents

for Reliable Shippers in
Santos, Rio and Victoria

Special Attention to
Spot Requirements

JAMES T. KELLNER CO.

112 WALL STREET, NEW YORK

Tel.: BOWling Green 9-3576 Cable: "KELLBRA"

JAMES T. KELLNER

GEORGE C. BAUERSCHMIDT

Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
- F. O. B.'s

FAIRCHILD & BOLTE

91 Front Street

New York

Welcome "time out" from trade problems make San Francisco Coffee Club outings successful

By CEDRIC SHEERER, President
San Francisco Coffee Club

Recreation and relaxation—these are key words imbedded in the basic premise on which the San Francisco Coffee Club was founded by a group of men prominent in the San Francisco coffee scene in 1935.

Today, more than ever, we feel that our yearly "outings" serve to unite our industry in fellowship. With members of the industry facing ever-increasing barriers to the normal course of business—rising labor costs, high source prices, shortages of materials, government controls, increased taxation, and myriad other problems that appear to be increasing in geometric progression—it is small wonder that "time-outs" should be welcomed within the trade itself.

In order for any purely social club or association to be successful, the members thereof must be compatible. It is our thought that it would be difficult to find an industry in which the individuals enjoy themselves, collectively, apart from the business channels, as do the members of our Club.

The recipe for these outings is very simple: four dates a year are set aside for an afternoon of golf, with dinner following.

The meetings are held at various country clubs in the area and an effort is made to change the site, for the sake of variety. An entertainment committee arranges the details of golf, dinner, prizes, et al, and the members, together with guests invited from allied industries, report for duty suitably attired for the business at hand.

It is interesting to note the variety of strata represented within the industry itself. There are the serious golfers, the "putt-and-swig" golfers, the masters of that mysterious game "Liars' Dice," the poker players, the exponents of how to make eight the "hard-way" and, of course, the lunatic fringe—domino players—who are, indisputably, a race apart!

Suffice it to say that a good time is had by all. We have noted that even those unfortunates on whom Lady Luck has frowned are the first ones in the "ready room" when the next date rolls around.

Aside from recreation, the San Francisco Coffee Club serves several distinct needs. The first, and most important, is the opportunity it gives the younger and newer members to observe the solidarity and mutual respect encompassing the group. It gives them a free-and-easy basis upon which to meet not only the senior members but also one another.

It gives them an opportunity to participate in the work attendant to the presentation of an outing—it now being necessary to remark that by latter-day tradition the outings

(Continued on page 64)



On the menu

How three restaurant chains are cashing in on coffee break

For a constructive article on restaurants and the coffee break, get hold of "Selling Mid-Morning Snacks in Offices," in the March, 1952, issue of Restaurant Management.

We understand that reprints of the article are being made available by the National Coffee Association.

The article cites the Pan-American Coffee Bureau survey findings that the coffee break is an aid to production, and then describes how the Union News Co. provides a coffee break to employees of the Kudner Agency, Inc.; how Schrafft's provides a similar service to the Mutual Life Insurance Co., and how the manager of a Riker unit has built up outgoing orders to business offices in his neighborhood by improving his coffee delivery service.

Vending machine industry backs coffee break drive

The survey of the coffee break in industry conducted for the Pan-American Coffee Bureau is the first realistic study of worker refreshment in industry and commerce, according to The Coin Machine Journal.

The results, says the magazine, checks with its own conclusions.

The magazine has been conducting what it calls a "Lathes & Vendors" editorial program to stress the management attitude that refreshment vendors are essential tools of production.

In making the coffee break available to workers, vendors do the best job, The Coin Machine Journal declares.

How much coffee and tea is used by hospitals? Here's one estimate

Hard to pin down is a specific answer to the question: "How much coffee and tea is consumed in hospitals?"

Here's one answer, by R. T. Sanford, director of market research for The Modern Hospital, which recently completed a study on food buying influences in hospitals.

"We estimate that hospitals use approximately \$9,000,000 worth of coffee per year, and about \$3,000,000 worth of tea at present prices," says Mr. Sanford. "As to the preparation of coffee, we have little detailed information. Most of it for regular mealtime use is made in the large restaurant-type urn. Undoubtedly a considerable amount is made in the smaller home-type coffee makers for the use of nurses and doctors. In general, coffee preparation would follow pretty much the pattern of any mass-feeding operation.

"As far as we know, it is almost universal practice to serve hot water and a tea bag on the patient's tray, so that it can be brewed to the proper strength by the patient himself."

APRIL, 1952

The dry service of tea indicated by Mr. Sanford may be less prevalent than he thinks. Even if it's not universal in hospitals, there's a undoubtedly a good deal of spade work to be done here by the tea industry.

Hot coffee for parties offered by Chicago firm

Hot coffee for parties, a real headache if the gathering is of any size, need not be a problem in Chicago. So says Industrial Hot Coffee Service.

In newspaper advertising directed at the ladies, Industrial Hot Coffee Service declares:

"If you want your next party to be by far the best one you ever had. If you

want your guests to leave voting you the hostess of the year, here's how to do it.

"You just go ahead with your preparations, but—leave the hot coffee to us. You know how to go about doing all those little things that make a party a real stunner, but—confidentially, you don't know how to make good coffee for a large group. And you can't hope to make it with that little coffeemaker of yours.

"So don't take any chances. Just call us and tell us how many guests you plan on having and we'll bring the best steaming hot coffee you ever drank. And we'll bring it in sparkling stainless steel urns that will keep the coffee hot as long as the party lasts."

How many dollars are you losing

EVERY 24 HOURS?

How many profit dollars are you losing, because you are not offering an Instant coffee in your own brand. Thousands of jars of Instant coffee are selling every day in your markets. A portion of these sales can be yours. Every day you delay your decision to enter this field you are: (1) losing money (2) strengthening the competitive position of those brands now on the shelves.

In just three weeks from the time you read this ad—you can offer an Instant coffee matching your blend. You can test the market with 100 cases or 10,000 cases. You can offer a top-quality Instant at a price that will give you a 2 to 3 cent shelf price advantage over the national brands.

Customer preference by brand is being formed now—remember those who grow with the market are those that reap the greatest benefits. Add an Instant companion to your fresh-roasted coffee NOW! Write us for complete information on how we can serve you.

To help you answer the question "Instant Coffee Now or Later?", we will gladly send you our informative booklet upon request.

Coffee Processors, Inc.
1111 N. Halsted St., Chicago, Ill.

Gentlemen: Without obligation to me, will you kindly send your booklet, "Instant Coffee Now or Later" to

NAME

TITLE

FIRM

ADDRESS

CITY

ZONE

STATE

COFFEE PROCESSORS, INC.

1111 N. HALSTED ST.

CHICAGO, ILL.

H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

**N. V. KOFFIE HANDELMY
MATAGALPA**

P. O. Box 631

AMSTERDAM, C. HOLLAND



Crops and countries

coffee news from producing areas

Brazil's 1952-53 crop

put at 15,199,500 bags

by Sociedade Rural

Brazil's 1952-53 exportable coffee crop will reach 15,199,500 bags. This is the estimate of the Sociedade Rural Brasileira.

According to the estimate, the total will be produced as follows:

Sao Paulo 7,352,000 bags, Parana 4,400,000 bags, Minas 1,935,500, Dio 257,500, Espirito Santo 997,500, Bahia 87,000, Pernambuco 85,000, Goias 70,000 and Matto Grosso 15,000.

This crop will be produced from an estimated 2,093,000,000 productive trees. New trees planted but not yet producing are estimated at 205,000,000.

The Parana tree crop numbers 250,000,000 but 93,000,000 have not yet come into production.

Parana outstrips by far any other state on a per tree basis. It is estimated that 70 arrobas (32 pounds) per 1,000 trees will come from the Parana trees, compared with 30 arrobas per tree in Matto Grosso and 27 in Sao Paulo.

The 1952-53 total compares with an August 1st estimate of the current crop of 14,800,000 bags exportable.

DNC reports on coffee situation

A summary of the statistical position of coffee in Brazil, as of January 1st, 1952, has been made available by DNC, which is still in liquidation, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries, formerly The Spice Mill.

I.—Balance at 6/30/51, the beginning of the 1951/52 crop:

(a)—Stocks available in ports	2,459,869
(b)—Balance of previous crop:	
for Santos	2,342,841
for Rio	116,392
for Victoria	199
for Paranagua	735
for Angra dos Reis	8,925
	2,469,092
	4,928,960

II.—1951/52 crop dispatched in coffee states up to 1/31/52 (in accordance with Shipping Registers—Article 8)

TOTAL 13,743,827

18,672,787

III.—To be deducted:

(a)—Exports to the exterior, from July, 1951, to January, 1952	10,440,726
(b)—Local commerce—consumption of Brazilian states which do not produce coffee	203,032
(c)—Consumption of exporting ports where coffee is not produced	275,651
Coffee available 1/31/52	10,919,409
	7,753,378

IV.—Coffee available in 1/31/52, totalling 7,753,378 bags, was distributed as follows:

Available stocks in ports	3,395,546
Balance to be liberated in the interior	4,357,832

V.—The exportation monthly average for the exterior, local commerce and consumption in ports, in the period from July, 1951, to January, 1952, (seven months) was

1,559,915

In the 1950-51 crop (twelve months) this average was

1,454,170

COFFEE & TEA INDUSTRIES and The Flavor Field

DEC sees 6,667,509 bags available

According to the Divisao Economia Cafeeira, coffee availability on February 29th totaled 6,667,509 bags.

This total is made up of 4,928,960 bags carried forward from June 30th, 1951, plus 14,133,638 from current crop despatches up to February 29th, giving 19,062,598, from which deduct 11,846,172 exported during the period July, 1951-February, 1952, and 548,918 for coastwise shipments and port consumption.

The total available stocks of 6,667,509 bags is divided as follows: in ports 3,395,232; awaiting liberation from up-country, 3,272,277.

Colombian coffee registrations hit 4,743,452 bags

Colombian coffee registrations during 1951 reached a total of 4,743,452 bags of 60 kilograms each, valued at \$353,514,364.

Exports of coffee in 1951 totaled 4,793,983 bags, of which 4,311,035 went to the United States, 364,417 to Europe, and 118,531 to other destinations. Exports in 1950 amounted to 4,472,357 bags, of which 4,051,556 went to the United States, 296,917 to Europe, and 123,884 elsewhere.

Several commercial agreements signed with European countries involved the sale of substantial amounts of Colombian coffee. The long-negotiated agreement with Western Germany included the sale of \$25,700,000 worth of coffee, calculated at about 200,000 bags. Other agreements were signed with Czechoslovakia and the Netherlands. These included sales of \$2,000,000 and \$1,000,000 worth of coffee, respectively, sales to be made by the Coffee Federation.

Guatemala bans import of used coffee bags

The import of used jute or burlap coffee sacks and of merchandise packed in sacks previously used for coffee has been prohibited in Honduras.

NCA raps Silex Co.'s more-cups-to-the-pound advertising for brewer

The National Coffee Association took sharp exception recently to consumer advertising on its brewer run by The Silex Co., Hartford, Conn.

The association says that claims for the Silex coffee brewer are entirely unsupported by fact.

The complaint was directed against the Silex claim that the use of finer ground coffee with its device made it possible to get 64 cups of coffee from a pound whereas only 40 cups could be secured from competitive coffee pots.

The association said that coffee made with the recommended formula will be weak and unsatisfactory to the average consumer and that such results will adversely affect consumer enjoyment of coffee.

It also pointed out that there are many coffee makers on the market practically identical with the Silex and operating on the same principle. Exhaustive tests conducted by the association show that the Silex has no special advantages not available in other brewing devices of the same type, NCA declared.

As to the fineness of grind claimed by Silex as a special advantage, the association said that the so-called "Silex" grind is different in no respect from grinds turned out by the industry for use with any vacuum filter type of coffee brewer. Other types of makers, particularly drip pots, get exactly the same brewing efficiency with a coarser grind, NCA said.

APRIL, 1952

HIGH GRADE

**SOLUBLE
COFFEE
POWDERS**

FOR THE TRADE

Let us pack YOUR LABEL Soluble Coffee to compete with other solubles in the same way your label regular coffees now compete with other regular coffees.

NO OBLIGATION INVOLVED IN HAVING US
DESCRIBE OUR COMPLETE SERVICE

THE HARRISON CO.

601 West 26th St., New York 1, N. Y.

Phone: ALgonquin 5-3914

Soluble Coffee is Coffee Business

MAXWELL HOUSE *Coffee*

BOUGHT AND ENJOYED

BY MORE PEOPLE THAN

ANY OTHER BRAND OF

COFFEE AT ANY PRICE

MEMBER OF
NCA

Good to the last drop!

HARD & RAND

INCORPORATED

Established 1875

*Importers
of
Green Coffees*

**107 WALL STREET
NEW YORK**

Members:

New York Coffee & Sugar Exchange, Inc.
Green Coffee Association of N.Y.C., Inc.
National Coffee Association of U.S.A.

**Offices and Agents in Principal
Countries of Production**

VACULATOR Costs You Less!

LESS TO BUY...
Vaculator bowls
are priced lower
than all leading
brands—saving
you big money.
Prove it to yourself!

LESS TO USE...
Only Vaculator reduces
glass breakage as much as
50%! It's just like getting
one months supply of bowls
FREE every two months.



only

Vaculator

gives you

- ★ SEMI-WIDE NECK. Reduces chipping when you fill or pour.
- ★ RUBBER CUSHIONED HANDLE. Softens bumps.
- ★ HAND-TITE HANDLE. Easily changed in seconds.
- ★ TEAR-DROP SHAPE. Eases shocks in handling.
- ★ MAGIC-SEAL. The bushing that makes a perfect, sure seal.
- ★ PYREX brand GLASS. The best known for resisting heat.

GET FULL
FACTS NOW!

Vaculator

311 N. Desplaines St.
Chicago 6, U. S. A.

Methods of making solubles progressed rapidly since prewar days, Harrison tells IFT

All methods of producing soluble coffee are basically the same, but none are exactly alike and each method has its own strong adherents, George Harrison, president of The Harrison Coffee Co., told a dinner meeting of the New York section of the Institute of Food Technologists, held last month at the Brass Rail Restaurant.

Fundamentally, the technique involves producing a concentrated coffee extract in its most flavorful condition and removing the water in the quickest possible time with the least damage to the flavor, Mr. Harrison explained.

"Various methods of making soluble coffee before the last war have become outmoded," he said. "When I became interested in solubles in 1936, a thin extract of coffee was reduced in a vacuum pan and the resulting licorice-like goo was spread onto trays in a vacuum shelf dryer. After the moisture had been evaporated, the resultant honeycombed crystalline mass was milled, and there was soluble coffee.

"Coffee really took punishment in those days, being subjected to three intense heating operations. If it had not been for the technological improvements in extraction by which high concentrations are made possible directly in extractors, as well as through advances in quick drying, soluble coffee would be no further advanced. The unsung heroes of soluble coffee are the food technologists who played the all-important part that made possible its present popularity. Yesterday's soluble measured against today's soluble is like comparing the bathing beauty of 1850 with the sleek new version of 1952."

With few exceptions, higher concentrations are now developed by the counter current method of extraction by which the liquor is high pressured through consecutive beds of fresh coffee collecting soluble solids as the stream moves along, Mr. Harrison told the gathering. The operator can control the density at will dependent on the length of the cycle and the quantity withdrawn.

There are many pet ideas on drying, and each of the many methods in use has its own adherents, he added.

"The manufacture of soluble coffee is, however, not entirely a technical matter," Mr. Harrison emphasized. "Essentially it is still a coffee item and requires coffee

MALZONI & CO., LTD.

**Coffee Exporters
SANTOS - BRAZIL**

Represented in all U.S.A. by
OTIS, McALLISTER CO.

judgement. Nowhere is there anything written about what coffees to use. Therefore a combination of sound coffee background and technological know-how is ideal for this type of manufacture. Wherever soluble coffee is made, it remains for someone with coffee experience to evaluate it and maintain its uniformity. It is at this point that the guiding coffee mind must be intelligently imaginative, with a practical sense of balance."

There are still many "died-in-the-cherry" coffee men who look askance at soluble coffee, Mr. Harrison pointed out. In their minds there is still some question about the public's acceptance of a product which seems to them to be a distortion of coffee.

"These coffee men have earned the right to be extra critical, in the same way that they have earned the right to pride themselves on their accomplishments over the years," he said. "After all, it was through their high standards and coffee know-how, spurred by competitive effort, that coffee has become the important beverage it now is and will always continue to be.

Palatability tests

"This same competitive and rewarding effort has made it possible to develop solubles which are as palatable and therefore as acceptable as many regular coffees. Palatability tests made by the Army as well as by various research groups are continuously proving this point. It is readily seen, therefore, how important this change in coffee form becomes to an industry which has seen little change in many years."

Mr. Harrison stressed that consumer economies made possible by solubles must not be underestimated, regardless of how high or low the coffee market goes.

"As a practical example of such economies, let us prepare 1,000 cups of coffee using two grams of pure soluble coffee powder per cup," he explained. "We would require two kilos of soluble coffee. If the yield is taken as 25 per cent of the roasted coffee weight, then we require eight kilos, or 17.6 pounds of roasted coffee for our 1,000 servings. However, using regular coffee to prepare the same quantity of beverage in the household would require at least 25 pounds of coffee if one figured on 40 cups to the pound. If 35 cups is all you get from a pound, then you would need a little more than 28 pounds of regular coffee. At any rate, a saving of an approximate minimum of 30 per cent is indicated.

"If this appears mysterious, it can be explained by the fact that no householder obtains the solids yield that the processor removes from coffee and then makes available for

(Continued on page 64)

JEROME GUMPERZ CO.

Coffee Importers

100 FRONT STREET, NEW YORK 5, N. Y.

Cable: JERRYMOR

GABRIEL DE PAULA S/A

Comissária e Exportadora

Quality Coffee Exporters

SANTOS - RIO DE JANEIRO - PARANAGUÁ

BRAZIL

Serving the Coffee Trade since 1927

FAIRCHILD & BOLTE
91 Front Street
New York 5, N. Y.

WELDON H. EMIGH CO., INC.
150 California St.
San Francisco, Calif.

T. L. McRAITH & CO.
510 N. Dearborn St.
Chicago, Illinois

FELIX J. VACCARO
305 Magazine St.
New Orleans, La.

**THERE'S A
DIFFERENCE
IN TEA—**

**AND
TENDER LEAF
BRAND
PROVES IT!**

**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**



PRODUCTS OF STANDARD BRANDS INCORPORATED

Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

(Patrimônio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.

GRACE LINE

Serves the Coffee Trade with a Fast, Modern Fleet of American-Flag Freight and Passenger Vessels on Regular Itineraries from the Coffee Ports of

**COLOMBIA
VENEZUELA
ECUADOR
PERU**
and West Coast of
CENTRAL AMERICA
to

NEW YORK	LOS ANGELES
JACKSONVILLE	SAN FRANCISCO
BOSTON	SEATTLE
BALTIMORE	VANCOUVER, B. C.



GRACE LINE

10 Hanover Square, New York 5, N. Y.
Tel.: Dlihy 4-6000
Agents and Offices in All Principal Cities

TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA
Regular weekly sailings

WEST AFRICA

LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM
Regular three week sailings

Delta Line
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

AGENTS:
RIO DE JANEIRO: DELTA LINE, INC.
Rua Visconde Inhauma 134
SANTOS: DELTA LINE, INC.
Rua 15 de Novembro 174-178
LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.
MATADI:
Nieuwe Afrikaansche Handels Vereniging



Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brooklands' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JanPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Nederland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
Ufruit—United Fruit Co.
West Cst—West Coast Line, Inc.
Wes-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gj—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jn—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
4/18	Cubahama	Ufruit	Cristobal ² 4/21
4/21	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
4/28	Marna	Ufruit	Cristobal ² 5/1
5/11	Cstl Nomad	Grace	LA5/27 SF5/30 Se6/5

ACAPULCO			
4/27	Gunners Knot	Grace	Cristobal ¹ 4/27
5/5	Anchor Hitch	Grace	Cristobal ¹ 5/19

AMAPALA			
4/18	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
4/20	Marna	Ufruit	Cristobal ¹ 5/1
5/2	Gunners Knot	Grace	Cristobal ¹ 5/11
5/8	Cstl Nomad	Grace	LA5/27 SF5/30 Se6/5
5/10	Anchor Hitch	Grace	Cristobal ¹ 5/19

ANGRA DOS REIS			
4/24	Pathfinder	PAB	LA5/18 SF5/21 Va5/26 Se5/27 Po6/2
5/7	Hindanger	SCross	NY5/24 Bo5/27 Pa5/29 Ba5/31
5/29	Forester	PAB	LA6/19 SF6/22 Va6/28 Se6/30 Po7/3

BARRANQUILLA			
4/15	Cape Ann	Ufruit	NY4/27
4/16	Monica	Grace	NY4/21
4/22	Cape Avinef	Ufruit	NY5/4
4/23	Cstl Nomad	Grace	LA5/27 SF5/30 Se6/5
4/24	Sofia	Grace	NY4/29
4/29	Cape Cod	Ufruit	NY5/11
4/30	Clara	Grace	NY5/5
5/6	Cape Chrdn	Ufruit	NY5/18
5/8	Monica	Grace	NY5/13

SAILS	SHIP	LINE	DUE
5/13	Cape Ann	Ufruit	NY5/26
5/14	Sofia	Grace	NY5/19

BARRIOS			
4/10	Mabella	Ufruit	NY4/17
4/12	Mayari	Ufruit	HO4/17 NO4/20
4/13	Byford	Ufruit	NY4/20
4/18	Matura	Ufruit	NY4/25
4/18	Inper Skou	Ufruit	HO4/23 NO4/26
4/26	San Benito	Ufruit	HO4/30 NO5/4
4/30	Adm Fraser	Ufruit	NY5/7
5/3	Darien	Ufruit	HO5/7 NO5/11
5/7	Mabella	Ufruit	NY5/14
5/11	Byford	Ufruit	NY5/18
5/18	Matura	Ufruit	NY5/25

BUENAVENTURA			
4/12	Square Sinnet	Grace	LA5/2 SF5/5 Se5/15
4/18	La Baule	Independence	LA5/1 SF5/3 Po5/8 Va5/11 Se5/13
4/18	Farmer	Gulf	HO4/30 NO5/4
4/20	Bresle	Independence	LA5/6 SF5/8 Po5/13 Se5/15 Va5/16
5/2	Merchant	Gulf	HO5/14 NO5/18
5/2	Rita	Grace	Bo5/11 NY5/12
5/13	Inet	Grace	NY5/22 Ba5/26
5/14	Elaima	Grace	LA5/23 SF5/25 Se6/2
5/16	Shipper	Gulf	HO5/28 NO6/1
5/27	Olivia	Grace	Bo6/3 Ba6/6 NY6/9

CARTAGENA			
4/12	Paula	Grace	NY4/16
4/14	Jamaica	Ufruit	NY4/21
4/16	Lovers Bend	Ufruit	NO4/28
4/19	Rosa	Grace	NY4/23
4/21	Talamasca	Ufruit	NY4/28
4/26	Paula	Grace	NY4/30

SAILS	SHIP	LINE	DUE
4/28	Veragua	UFruit	NY5/5
4/30	Fiador Knot	UFruit	N05/12
5/3	Rosa	Grace	NY5/7
5/5	Jamaica	UFruit	NY5/12
5/10	Paula	Grace	NY5/14
5/12	Talamanca	UFruit	NY5/19
5/14	Inger Skou	UFruit	N05/26
5/19	Veragua	UFruit	NY5/26

CHAMPERICO

4/24	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
5/14	Cstl Nomad	Grace	LA5/27 SF5/30 Se6/5

CORINTO

4/11	Cstl Nomad	Grace	Cristobal ¹ 4/17
4/17	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
4/18	Marna	UFruit	Cristobal ¹ 5/1
4/22	La Baule	Independence	LA5/1 SF5/3 Po5/8 Va5/11 Se5/13
4/24	Bresle	Independence	LA5/6 SF5/8 Po5/13 Se5/15 Va5/16
5/5	Gunners Knot	Grace	Cristobal ¹ 5/1
5/7	Cstl Nomad	Grace	LA5/27 SF5/30 Se6/5
5/13	Anchor Hitch	Grace	Cristobal ¹ 5/19

CRISTOBAL

4/14	Cape Cbrind	UFruit	NY4/20
4/19	Levers Bend	UFruit	N04/28
4/21	Cape Ann	UFruit	NY4/27
4/28	Cape Axiof	UFruit	NY5/4
5/3	Fiador Knot	UFruit	N05/12
5/5	Cape Cod	UFruit	NY5/11
5/12	Cape Cbrind	UFruit	NY5/18
5/17	Inger Skou	UFruit	N05/26
5/19	Cape Ann	UFruit	NY5/25

DAR es SALAAM

4/11	Afr Sun	Farrell	NY6/19
4/17	Kendall Fish	Lykes	GuLF5/22
6/17	Afr Rainbow	Farrell	NY7/17

SAILS	SHIP	LINE	DUE
-------	------	------	-----

DURBAN

4/12	Letitia	Lykes	GuLF5/21
4/26	Samarinda	JavPac	LA6/14
4/30	Barre Victory	Lykes	GuLF6/9
5/15	Ruben Tipton	Lykes	GuLF6/18
6/8	Charlotte Lykes	Lykes	GuLF7/8
6/13	Billiton	JavPac	LA7/31
7/9	Silver Spray	JavPac	LA8/27

EL SALVADOR

4/16	Wyoming	French	LA4/26 SF4/29 Va5/3 Se5/6 Po5/9
4/24	La Baule	Independence	LA5/1 SF5/3 Po5/8 Va5/11 Se5/13
4/26	Bresle	Independence	LA5/6 SF5/8 Po5/13 Se5/15 Va5/16
5/7	Stromboli	Italian	LA5/16 SF5/19 Va5/24 Se5/29 Po6/1

GUATEMALA

4/10	Tritone	Italian	LA4/18 SF4/21 Va4/26 Se5/1 Po5/3
4/20	Wyoming	French	LA4/26 SF4/29 Va5/3 Se5/6 Po5/9
4/25	La Baule	Independence	LA5/1 SF5/3 Po5/8 Va5/11 Se5/13
4/27	Bresle	Independence	LA5/6 SF5/8 Po5/13 Se5/15 Va5/16
5/8	Stromboli	Italian	LA5/16 SF5/19 Va5/24 Se5/29 Po6/1

LA LIBERTAD

4/17	Cubahama	UFruit	Cristobal ¹ 4/21
4/20	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
4/26	Marna	UFruit	Cristobal ¹ 5/1
5/1	Gunners Knot	Grace	Cristobal ¹ 5/1
5/9	Anchor Hitch	Grace	Cristobal ¹ 5/19
5/10	Cstl Nomad	Grace	LA5/27 SF5/30 Se6/5

LA UNION

4/14	Cubahama	UFruit	Cristobal ¹ 4/21
4/19	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
4/23	Marna	UFruit	Cristobal ¹ 5/1
5/3	Gunners Knot	Grace	Cristobal ¹ 5/11
5/9	Cstl Nomad	Grace	LA5/27 SF5/30 Se6/5
5/11	Anchor Hitch	Grace	Cristobal ¹ 5/19

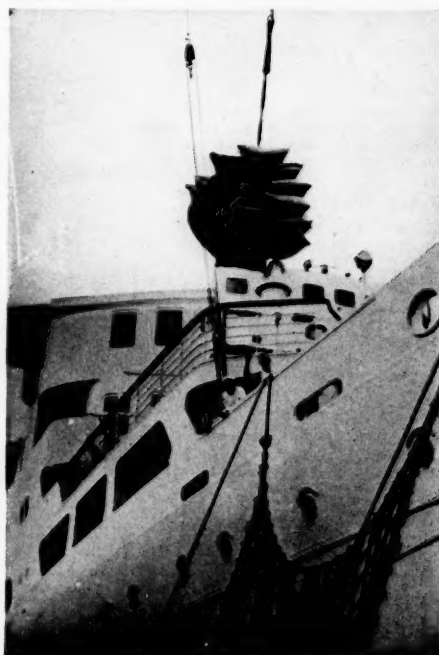
SOME LIKE IT HOT ... SOME LIKE IT COLD ...

BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

ARGENTINE STATE LINE

BOYD, WEIR & SEWELL, INC., GENERAL AGENTS
24 STATE STREET, NEW YORK 4, N. Y., TEL. BO 9-5440



SAILS SHIP LINE DUE

LIMON

4/11	Cape Embroid	UFruit	NY4/20
4/18	Cape Ann	UFruit	NY4/27
4/22	Lovers Bend	UFruit	N04/28
4/25	Cape Arino	UFruit	NY5/4
5/2	Cape Cod	UFruit	NY5/11
5/6	Fiador Knot	UFruit	N05/12
5/9	Embroid	UFruit	NY5/18
5/16	Cape Ann	UFruit	NY5/25
5/20	Inger Skou	UFruit	N05/26

LOBITO

4/16	Ferngen	Am-W Afr	NY5/30
4/17	Hopeville	Am-W Afr	NY5/30
4/18	Del Oro	Delta	N05/15
4/19	Taurus	Am-W Afr	NY5/15
5/22	Cape Romain	Delta	N06/15
6/21	Ferngen	Am-W Afr	NY7/31

LOURENCO MARQUES

4/19	Letitia Lykes	Lykes	Gulf5/1
4/28	Kendall Fish	Lykes	Gulf5/22
5/2	Samarinda	JavPac	LA6/14
5/7	Barre Victory	Lykes	Gulf6/9
5/21	Ruben Tipton	Lykes	Gulf6/18
6/14	Charlotte Lykes	Lykes	Gulf7/8
6/18	Billiton	JavPac	LA7/31
7/12	Silverspray	JavPac	LA8/27

LUANDA

4/10	Del Oro	Delta	N05/15
4/12	Taurus	Am-W Afr	NY5/30
4/19	Hopeville	Am-W Afr	NY5/30
5/13	Del Rio	Delta	N06/8
6/23	Ferngulf	Am-W Afr	NY7/31

MARACAIBO

4/25	Cytl Nomad	Grace	LA5/27 SF5/30 Se6/5
------	------------	-------	---------------------

MATADI

4/15	Ferngulf	Am-W Afr	NY5/15
4/26	Hopeville	Am-W Afr	NY5/30
5/10	Del Rio	Delta	N06/8
5/14	Cape Romain	Delta	N06/15
6/2	Tatra	Am-W Afr	NY6/30
6/25	Tortugas	Am-W Afr	NY7/31
6/30	Ferngulf	Am-W Afr	NY7/31

MOMBASA

4/23	Kendall Fish	Lykes	Gulf5/22
5/5	Trent	Robin	NY6/18
5/14	Afr Sun	Farrell	NY6/19

PARAMARIBO

4/14	A vessel	Alcoa	NY5/9
5/5	A Vessel	Alcoa	NY5/29
5/26	A Vessel	Alcoa	NY6/20
6/16	A Vessel	Alcoa	NY7/11

PARANAGUA

4/10	Peter Jensen	Nopal	N05/1	Ho5/4
4/11	Mormacove	Mormac	Ju4/29	NY5/2
4/11	Stockholm	Stockard	NY4/30	Bo5/5
4/12	Bowrie	IFC	NY5/6	Pa5/7
4/13	Canada	Lloyd	NY5/2	Ba5/9
4/15	Panama	Lloyd	N05/5	N15/10
4/15	Naviero	Dodero	N05/5	Pa5/10
4/17	Pathfinder	PAB	LA5/18	Ba5/12
4/18	Sei Mundo	Delta	SF5/21	Bo5/14
4/18	Skogaland	Brodin	Va5/26	M15/18
4/20	Villanger	Wes-Lar	Se5/27	Pa6/2
4/21	Mormacsun	Mormac	LA5/29	SF5/31
4/23	Bolivia	Lloyd	Pa6/7	Se6/10
4/26	Elefors	Stockard	Va6/11	Va6/11
4/27	Mormacmar	Mormac	LA5/18	SF5/21
5/2	Hindanger	SCross	Pa5/28	Pa5/30

APRIL, 1952

NOPAL LINE

Regular service
New fast Norwegian motorships

BRAZIL/U.S. GULF

COFFEE SERVICE

The Northern Pan-American Line, A/S

OSLO

Agents

New York—Dichmann, Wright & Pugh, Inc., 44 Whitehall St.

New Orleans—Biehl & Co., Inc., 1308 National Bank of Commerce Building

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paraguay—Transparana Ltda.

Buenos Aires—International Freight Corporation, Inc.



Ship via
Grancolombiana

Regular Sailings between the coffee ports of

Colombia
Ecuador
Venezuela

and New York
New Orleans
Montreal

Other ports as cargo offers.



Grancolombiana

30 ships serving
the TOP market in
South America

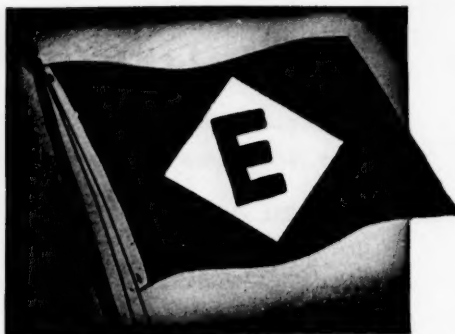
Transportadora Grancolombiana, Ltda.,
General Agents

52 Wall St., New York 5, N.Y. • 208 So. La Salle St., Chicago, Ill.

Cable Address: Grancolomb

AGENTS: New Orleans: Texas Transport & Terminal Co., Inc.

Montreal: Robert Reford Co. Ltd. • Detroit: W. J. Maddock & Co.



Serving

MEDITERRANEAN

BLACK SEA RED SEA INDIA
PAKISTAN CEYLON BURMA

AMERICAN EXPORT LINES

37-39 Broadway, New York 6, N.Y.



IFC LINES

*Special service on coffee
shipments from BRAZIL*

You'll get speed, special handling, and experienced service when you ship coffee with IFC LINES. Backed by years of know-how in shipping specialized cargoes, IFC LINES stands for service and satisfaction. Every IFC ship has pleasant accommodations for 12 passengers. International Freight-ing Corporation, Inc., 17 Battery Place, N. Y. C. Telephone: DIgby 4-2800.

Agents:
BRAZIL - Agencia Johnson Ltda., Rio de Janeiro, Santos, São Paulo.
CANADA - Cunard Donaldson, Ltd., Montreal, Toronto, Halifax.
BALTIMORE - The Hinkins Steamship Agency, Inc., Monney Bldg.
BOSTON - Sprague Steamship Company, 10 Post Office Square.

PHILADELPHIA - B. H. Sobelman & Co., Inc., Bourne Bldg.
PITTSBURGH - Lamark Shipping Agency, 202 Henry W. Oliver Bldg.
CHICAGO - F. C. MacFarlane, 209 LaSalle Street.
DETROIT - F. C. MacFarlane, 715 Transportation Bldg.

SAILS	SHIP	LINE	DUE
5/3	Argentina	Lloyd	NY5/22
5/5	Mexico	Lloyd	N05/25 Ho5/31
5/7	Holberg	Nopal	N05/28 Ho5/31
5/8	Campero	Dodero	NY5/28 Ba5/31 Pa6/2 Ba6/3 Nf6/4
5/10	Rxvanger	Wes-Lar	LA6/11 SF6/14 Po6/21 Se6/24 Va6/25
5/13	Mormacland	Mormac	LA6/9 SF6/12 Va6/16 Se6/19 Po6/21
5/23	Forester	PAB	LA6/19 SF6/22 Ca6/28 Se6/30 Po7/3
5/25	Uruguay	Lloyd	N06/15 Ho6/21

PORT SWETTENHAM

4/27	Oluf Mnsk	Maersk	NY5/17
------	-----------	--------	--------

PUERTO CABELLO

4/16	Sofia	Grace	NY4/29
4/23	Clara	Grace	NY5/5
4/30	Monica	Grace	NY5/13
5/7	Sofia	Grace	NY5/19

PUNTARENUS

4/13	Marna	UFruit	Cristobal ¹ 5/1
4/13	Cuti Nomad	Grace	Cristobal ¹ 4/17
4/15	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
4/18	La Raula	Independence	LA5/1 SF5/3 Pa5/8 Va5/11 Se5/13
4/20	Bresle	Independence	LA5/6 SF5/8 Pa5/13 Se5/15 Va5/16
5/6	Cuti Nomad	Grace	LA5/27 SW5/30 Se6/5
5/7	Gunners Knot	Grace	Cristobal ¹ 5/1
5/15	Anchor Hitch	Grace	Cristobal ¹ 5/19

RIO DE JANEIRO

4/12	Aagtedyk	Hol-Int	NY4/28 Ba5/1 Nf5/3 Ba5/4 Pa5/6
4/14	Pathfinder	Delta	N05/1 Ho5/6
4/14	Pathfinder	PAB	LA4/18 SF5/21 Va5/26 Se5/27 Po6/2
4/14	Peter Jensen	Nopal	N05/1 Ho5/4
4/16	Brazil	Mormac	NY4/28
4/19	Canada	Lloyd	NY5/2
4/19	Panama	Lloyd	N05/5 Ho5/11
4/21	Bowrie	IFC	NY5/6 Pa5/10 Ba5/12 Ba5/14 Nf5/18
4/22	Skogaland	Bredin	Ba5/6 NY5/7 Ba5/9 Pa5/11
4/24	Del Mundo	Delta	N05/11 Ho5/16
4/26	Jachal	ArgState	NY5/8
4/27	Mormacland	Mormac	LA6/9 SF6/12 Va6/16 Se6/19 Po6/21
4/29	Bolivia	Lloyd	NY5/15
4/30	Del Mar	Delta	N05/14
4/30	Villanger	Wes-Lar	LA5/29 SF5/31 Po6/7 Se6/10 Va6/11
4/30	Uruguay	Mormac	Ba5/14 Pa5/15 NY5/17 Ba5/21 Nf5/25
5/8	Hindanger	SCross	NY5/24 Ba5/27 Pa5/29 Ba5/31
5/9	Argentina	Lloyd	NY5/22
5/9	Mexico	Lloyd	N05/25 Ho5/31
5/11	Holberg	Nopal	NY5/31
5/12	Campero	Dodero	NY5/28 Ba5/31 Pa6/2 Ba6/3 Nf6/4
5/17	de La Plata	ArgState	NY5/29
5/29	Uruguay	Lloyd	N06/15 Ho6/21
5/31	Tunuyan	ArgState	NY6/12
5/31	Forester	PAB	LA6/10 SF6/22 Va6/28 Se6/30 Po7/3

SAN JOSE

4/23	Square Sinnet	Grace	LA5/2 SF5/5 Se5/10
4/30	Gunners Knot	Grace	Cristobal ¹ 4/17
5/8	Anchor Hitch	Grace	Cristobal ¹ 5/19
5/13	Cuti Nomad	Grace	LA5/27 SW5/30 Se6/5

SANTOS

4/10	Aagtedyk	Hol-Int	NY4/28 Ba5/1 Nf5/3 Ba5/4 Pa5/6
4/10	Mormacowi	Mormac	Ba4/24 Pa4/26 NY4/28
4/12	Peter Jensen	Nopal	N05/1 Ho5/4
4/12	Del Monte	Delta	N05/1 Ho5/6
4/14	Brazil	Mormac	NY4/28
4/14	Stockholt	Stockard	NY4/30
4/15	Skaubo	IFC	NY4/30 Ba5/3 Ba5/5 Nf5/9
4/15	Mormacove	Mormac	Ja4/29 NY5/2 Ba5/5 Pa5/7 Ba5/9 Nf5/10
4/18	Mormacsun	Mormac	LA5/18 SF5/21 Va5/25 Se5/28 Po5/30
1/18	Canada	Lloyd	NY5/2
4/18	Panama	Lloyd	N05/5 Ho5/11
4/19	Bowrie	IFC	NY5/6 Pa5/10 Ba5/12 Ba5/14 Nf5/18
4/21	Skogaland	Bredin	Ba5/6 NY5/7 Ba5/9 Pa5/11
4/22	Del Mundo	Delta	N05/11 Ho5/16
4/23	Mormacmoon	Mormac	Ba5/6 Pa5/8 NY5/10
4/23	Pathfinder	PAB	LA5/18 SF5/21 Va5/26 Se5/27 Pa6/2
4/24	Jachal	ArgState	NY5/8
4/28	Villanger	Wes-Lar	LA5/29 SF5/31 Po6/7 Se6/10 Va6/11

SAILS	SHIP	LINE	DUE
4/28	Bolivia	Lloyd	NY5/15
4/28	Uruguay	Mormac	NY5/12
4/29	Del Mar	Delta	N05/14
4/29	Ekefors	Stockard	NY5/16
4/30	Mormacmar	Mormac	Ba5/14 Pa5/15 NY5/17 Bo5/21 M15/25
5/6	Hindanger	SCross	NY5/24 Bo5/27 Pa5/29 Ba5/31
5/8	Mexico	Lloyd	N05/25 Ho5/31
5/8	Argentina	Lloyd	NY5/22
5/9	Holberg	Nopal	N05/28 Ho5/31
5/10	Campero	Dodero	NY5/28 Bo5/31 Pa6/2 Ba6/3 N16/4
5/10	Mormacland	Mormac	LA6/9 SF6/12 Va6/16 Se6/19 Po6/21
5/15	Ravnanger	Wes-Lar	LA6/11 SF6/14 Po6/21 Se6/24 Va6/25
5/15	de La Plata	ArgState	NY5/29
5/28	Uruguay	Lloyd	N06/15 Ho6/21
5/28	Forester	PAB	LA6/19 SF6/22 Va6/28 Se6/30 Po7/3
5/29	Tunuyan	ArgState	NY6/12

TAMPICO

4/10	Danaholm	Swed-Am	M14/23
4/26	Turaholm	Swed-Am	M15/15
6/2	Danaholm	Swed-Am	M16/20

VERA CRUZ

4/24	Tunaholm	Swed-Am	M15/15
5/27	Danaholm	Swed-Am	M16/20

VICTORIA

4/15	Peter Jensen	Nopal	N05/1	Ho5/4
4/16	Del Monte	Delta	N05/1	Ho5/6
4/21	Pyrama	Lloyd	N05/5	Ho5/11
4/26	Del Mundo	Delta	N05/11	Ho5/16
5/11	Mexico	Lloyd	N05/25	Ho5/31
5/12	Holberg	Nopal	N05/28	Ho5/31
6/1	Uruguay	Lloyd	N06/15	Ho6/21

TEA BERTHS

CALCUTTA

4/11	City Chrsta	Eli-Buck	MI					
4/16	Exchequer	Am-Exp	Bo	NY	Pa	Ba	Nf	
4/20	City Chester	Eli-Buck	Bo	NY	Pa	Nf	Ba	
4/30	Exhibitor	Am-Exp	Bo	NY	Pa	Ba	Nf	
5/7	City Perth	Eli-Buck	Bo	NY	Pa	Nf	Ba	
5/8	Bintang	JavPac	SF6/11	La6/16	Po7/3	Va7/7	Se7/10	
6/8	Sarangan	JavPac	SF7/12	La7/17	Po8/2	Va8/6	Se8/9	

COCHIN

5/14	British	Prince	Ha6/7	Bo6/10	NY6/12
6/10	Eastern	Prince	Ha7/4	Bo7/7	NY7/9
7/3	Japanese	Prince	Ha7/28	Bo7/31	NY8/2
8/19	Cingalese	Prince	Ha9/12	Bo9/15	NY9/17

COLOMBO

4/10	Express	Am-Exp	Bo	NY	Pa	Ba	Nf	
4/25	Tabinta	JacPac	LA6/1	SF6/6	Po6/13	Va6/16	Se6/25	
5/4	Exhibitor	Am-Exp	Bo	NY	Pa	Ba	Nf	
5/12	British	Prince	Ha6/7	Bo6/10	NY6/12			
5/25	Utrecht	JavPac	LA7/1	SF7/6	Po7/13	Va7/16	Se7/25	
6/8	Eastern	Prince	Ha7/4	Bo7/7	NY7/9			
7/3	Japanese	Prince	Ha7/28	Bo7/31	NY8/2			
8/17	Cingalese	Prince	Ha9/12	Bo9/15	NY9/17			

HONG KONG

4/17	Nicoline Misk	Maersk	SF5/12	NY5/31				
4/19	Tungus	Barb-Wn	SF5/12	LA5/14	NY5/28			
4/26	Cove	Pioneer	NY6/12					
5/3	Sally Misk	Maersk	SF5/28	NY6/17				
5/4	Fernhill	Barb-Wn	SF5/27	LA5/29	NY6/12			
5/13	Lake	Pioneer	NY6/30					
5/14	Tide	Pioneer	NY6/30					
5/17	Lexa Misk	Maersk	SF6/13	NY7/3				
5/19	Talleyrand	Barb-Wn	SF6/11	LA6/13	NY6/27			
6/3	Laura Misk	Maersk	SF6/28	NY7/18				
6/4	Tanciel	Barb-Wn	SF6/27	LA6/29	NY7/13			
6/16	Leine Misk	Maersk	SF7/13	NY8/2				
6/19	Taiwan	Barb-Wn	SF7/12	LA7/14	NY7/28			
7/3	Greta Misk	Maersk	SF7/28	NY8/17				
7/4	Glenville	Barb-Wn	SF7/27	LA7/29	NY8/12			

APRIL, 1952

FOR FAST DEPENDABLE DELIVERY

... of your mild coffees
to United States markets ...
rely on

UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

GUATEMALA **NICARAGUA**
EL SALVADOR **COSTA RICA**
HONDURAS **COLOMBIA**

and NEW YORK · NEW ORLEANS · HOUSTON
and other U. S. ports

NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles St.



MOORE-McCORMACK *Lines*



**AMERICAN
REPUBLICS
LINE** Freight and Passenger
Service between East
Coast of United States
and the countries of **BRAZIL
URUGUAY
ARGENTINA**

**PACIFIC
REPUBLICS
LINE** Freight and Passenger
Service between West
Coast of United States
and the countries of **BRAZIL
URUGUAY
ARGENTINA**

**AMERICAN
SCANTIC
LINE** Freight and Passenger
Service between East
Coast of United States
and the countries of **NORWAY
DENMARK
SWEDEN
POLAND
FINLAND
RUSSIA**

For complete information apply

MOORE-McCORMACK LINES

5 Broadway, New York 4
Offices in Principal Cities of the World

★



Coffee Cargo Service... that understands your needs

Pacific-Argentine-Brazil Line, with its fleet of modern C-3 ships, speeds coffee shipments from Brazil ports to Pacific Coast coffee centers. It is experience that counts!

• Expert handling all the way

• Ask for service information at any P&T office—in all principal ports

PACIFIC-ARGENTINE-BRAZIL LINE INC.
POPE & TALBOT, INC., AGENTS



Accommodations for 12 passengers

POPE & TALBOT LINES

PACIFIC • ARGENTINE • BRAZIL LINE
PACIFIC WEST INDIES • PUERTO RICO
PACIFIC AND ATLANTIC INTERCOASTAL

EXECUTIVE OFFICES • 320 CALIFORNIA ST. • SAN FRANCISCO 4

ORTEGA AND EMIGH, INC. Coffee Importers

Quality Coffees From

COLOMBIA-SANTOS

GUATEMALA-EL SALVADOR-COSTA RICA

MEXICO-NICARAGUA

461 Market St. San Francisco



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

FAST DIRECT FREIGHT SERVICE

FROM TEA AND SPICE PORTS

PHILIPPINES

CHINA

JAPAN

IVARAN LINES

Far East Service

STOCKARD & COMPANY, INC., General Agents

17 Battery Place, New York 4, N. Y., WHitehall 3-2340

★

SAILS SHIP LINE DUE

KOBE

4/10	Geo Lcknbch	PacFar	SF4/25 LA4/27
4/11	Bronxville	Barb-Wn	SF4/27 LA4/29 NY5/13
4/25	Nicoline Msk	Maersk	SF5/12 NY5/11
4/26	Tungus	Barb-Wn	SF5/12 LA5/14 NY5/28
4/27	Lisholt	Stockard	NY6/1
5/1	Cove	Pioneer	NY6/12
5/9	Sally Msk	Maersk	SF5/28 NY6/17
5/11	Fernhill	Barb-Wn	SF5/27 LA5/29 NY6/12
5/18	Lake	Pioneer	NY6/30
5/19	Tide	Pioneer	NY6/30
5/25	Lexa Msk	Maersk	SF6/13 NY7/3
5/26	Talleyrand	Barb-Wn	SF6/11 LA6/13 NY6/27
6/9	Laura Msk	Maersk	SF6/28 NY7/18
6/12	Tancred	Barb-Wn	SF6/27 LA6/29 NY7/13
6/24	Leise Msk	Maersk	SF7/13 NY8/2
6/26	Taiwan	Barb-Wn	SF7/12 LA7/14 NY7/28
7/9	Grete Msk	Maersk	SF7/28 NY8/17
7/11	Glenville	Barb-Wn	SF7/27 LA7/29 NY8/12

SHIMIZU

4/12	Peter Msk	Maersk	SF4/27 NY5/16
4/28	Nicoline Msk	Maersk	SF5/12 NY5/31
5/12	Sally Msk	Maersk	SF5/28 NY6/17
5/21	Tide	Pioneer	NY6/30
5/28	Lexa Msk	Maersk	SF6/13 NY7/3
6/12	Laura Msk	Maersk	SF6/28 NY7/18
6/27	Leise Msk	Maersk	SF7/13 NY8/2
7/12	Grete Msk	Maersk	SF7/28 NY8/17

TANGA

4/13	Afr Sun	Farrell	NY6/19
6/15	Afr Rainbow	Farrell	NY7/17

YOKOHAMA

4/15	Bronxville	Barb-Wn	SF4/27 LA4/29 NY5/13
4/15	Peter Msk	Maersk	SF4/27 NY5/6
4/17	Fleetwood	PacFar	SF5/13
4/24	Lcknbch	PacFar	SF5/5 LA5/8
4/30	Lisholt	Stockard	NY6/1
4/30	Nicoline Msk	Maersk	SF5/12 NY5/31
4/30	Tungus	Barb-Wn	SF5/12 LA5/14 NY5/28
5/4	Calif Bear	PacFar	SF5/16 LA5/19
5/4	Cove	Pioneer	NY6/12
5/15	Fernhill	Barb-Wn	SF5/27 LA5/29 NY6/12
5/15	Sally Msk	Maersk	SF5/28 NY6/17
5/19	Pacific Bear	PacFar	SF5/31 LA6/3
5/21	Lake	Pioneer	NY6/30
5/23	Tide	Pioneer	NY6/30
5/30	Talleyrand	Barb-Wn	SF6/11 LA6/13 NY6/27
5/31	Lexa Msk	Maersk	SF6/13 NY7/3
6/15	Tancred	Barb-Wn	SF6/27 LA6/29 NY7/13
6/15	Laura Msk	Maersk	SF6/28 NY7/18
6/30	Taiwan	Barb-Wn	SF7/12 LA7/14 NY7/28
6/30	Leise Msk	Maersk	SF7/13 NY8/2
7/15	Grete Msk	Maersk	SF7/28
7/15	Glenville	Barb-Wn	SF7/27 LA7/29 NY8/12

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

² Accepts freight for New York, with transshipment at Cristobal, C. Z.

³ With transshipment at Colombo.

New folder on coffee packaging equipment

A new folder on Bar-Nun packaging equipment has been issued by the B. F. Gump Co., Chicago.

The four-page folder has pictures showing Bar-Nun "Auto-Check" Weighers and Automatic Bag Feeders, Openers and Weighers as installed in coffee plants.

Letters from the coffee packers, quoted in the booklet, indicate what their experiences have been with this packaging equipment.

West Germany to import British coffee

The West German government has authorized the import of 7,770,000 D-marks' worth of raw coffee from Britain.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Month Total
1950							
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	737	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	437	1,279	906	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	1,459	929	410	1,339	998	303	1,301
December	1,538	820	592	1,412	1,008	184	1,192
1952							
January	2,006	1,150	882	2,037	1,123	211	1,364
February	2,138	800	1,041	1,841	926	327	1,253
March	1,002	952	732	1,684	1,033	504	1,537

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

With roasted coffee sales beginning to ease off from the winter high toward the seasonal low, the trade has been watching with some concern the tendency to turn to price deals.

Unique was Maxwell House Coffee's promotion of a ten cent deal. In addition to large scale newspaper advertising, the deal was lithographed right onto the cover of the can. Inside the can, the consumer was informed, was a coupon good for ten cents on the next can of Maxwell House Coffee.

As the month drew to a close, it was reported that Maxwell House would also be given a cut of one cent a pound at the wholesale level.

It was hoped that such deals would remain isolated and would not touch off a pattern for similar merchandising by other packers.

Apart from the fact that such knock-down drag-out fights do none of its participants any good, its most serious effect might be as a diversion.

With the industry moving this month into one of the most intensive campaigns for coffee yet seen, what is needed is the fullest possible cooperation and unity to build extra volume through promotion of the coffee break.

At one of the trade meetings to hear PACB's presentation, a number of coffee men were heard to express, half jokingly, half seriously, questions about the extra three million bags of coffee quoted as a possible gain if the drive is to succeed.

Coming at a time when crop reports indicate a tight supply situation, it might seem contradictory that the industry should go out for another three million bags.

As this corner sees it, the question is not one to disturb you. Rather, you should be concerned about whether or not the drive will succeed; this question is one which can have a vital impact on your business well-being.

The additional supplies are not an immediate problem. The drive is not a short term one. The extra three million bags won't be needed this season, or next, or even the one after—unless the response to the drive is phenomenal.

As the campaign succeeds in expanding consumption, the coffee will become available. Additional plantings in recent years, plus more efficient methods of cultivation and of combatting insect ravages, will yield the extra volume as needed. Helpful, too, will be the knowledge in the coffee producing countries that the demand is there.

In the meantime, imports this year are at a high level. Preliminary reports indicate a level of 282,000,000 pounds in February, valued at more than \$150,000,000.

SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

42 Broadway

New York 4, N. Y.

Serving The Coffee, Tea & Spice Trade For Many Years

Brookhattan Trucking Co., Inc.

57 FRONT ST. NEW YORK 4, N. Y.

BOWling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

Bowne Morton's Stores, Inc.

611 SMITH ST. BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOWling Green 9-0780

Free And Bonded Warehouses

Shipping

Torm Line's second new motorship launched

The Birgette Torm, second of the Torm Line's new motorships, was successfully launched at the Nakskov Yard, Denmark, according to a report from the Copenhagen headquarters of the line to their New York agents, J. F. Whitney & Co.

The addition to the Torm fleet, to be used in the service between United States Atlantic ports and the East Coast of South America, is expected to be completed by the builders and delivered to the owners about mid-June. She is scheduled for her maiden voyage to Brazil, Uruguay and the Argentine during the first half of July.

The vessel is expected to load at Torm's usual United States ports of call, Boston, Norfolk, Baltimore, Philadelphia and New York.

Her sister ship, the Estrid Torm is scheduled for April departures from these ports on her maiden voyage.

Both ships are said to be of the most modern design and construction.

L. E. Barry to head Delta Line in South America

L. E. Barry, traffic manager in New York of the Delta Line, Inc., New Orleans, has been elected a vice president of the company.

Mr. Barry, with headquarters in Rio de Janeiro, will have supervision over all agencies of the company in South America, it was announced by Theodore Brent, Delta Line president.

Mr. Barry assumes his new post May 1st.

East Coast Colombian freighting agreement extended

The East Coast Colombian Conference has announced that the freighting agreements, due to expire March 31st, 1952, have been extended until May 31st.

Eight men held in \$29,000 Maxwell House coffee theft

Eight men were held on grand larceny charges recently in the theft of more than \$29,000 worth of coffee from the Maxwell House Division of General Foods, Hoboken, N. J.

Police said the coffee was stolen by the case—24 one-pound cans to the case—over a period of seven months by the men, who worked at the Maxwell House plant.

LEON ISRAEL AGRICOLA e EXPORTADORA S/A, (BRAZIL)

Coffee Planters and Exporters

SANTOS • RIO DE JANIERO • ANGRA DOS REIS • PARANAGUA

ASK FOR **LIB** QUALITY

LEON ISRAEL & BROS., INC.

Coffee Importers and Jobbers

101 Front St.
NEW YORK

300 Magazine St.
NEW ORLEANS

160 California St.
SAN FRANCISCO

404 North Wells St.
CHICAGO, ILL.

General Agents for Europe: ISRAEL (LONDON) LIMITED, 110 Cannon St., London E.C. 4, England

COFFEE

STEWART, CARNAL & CO., LTD.

IMPORTERS
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

Editorials

Solubles

For a while now, the coffee industry has been simmering with a give-and-take of opinions on solubles.

As is true, we suspect, in most such discussions, examination of the subject has ranged from the practical to the fanciful.

In the first category are the roasters who have been mulling over the question of whether to put their own brands into solubles, and if so, how.

In the second category are those members of the fraternity who have been peering gloomily into the future and predicting dire events to the industry as solubles shove regular coffee entirely out of the picture.

We don't think solubles are going to replace regular coffee. Nor do we think solubles are a temporary fad, which will disappear if frowned upon by the coffee industry.

Solubles are a fact. They are here, and here to stay.

We don't consider them a threat to regular coffee, in spite of the pessimistic pronouncements which have been coming our way recently.

In the first place, they are not important enough. They represent a significant and growing segment of coffee consumption, but still a minor one in comparison to the massive main channels of consumption.

Somehow the impression has been created that in the past year an enormous rise in solubles volume has taken place. This impression has no foundation in fact.

On the other hand, there *has* been an enormous rise in the coffee trade's attention to solubles.

A sharp increase in solubles consumption has taken place, but in all the years since the war, not just in the past dozen months.

What is recent is the recognition of this development throughout the industry.

This widening awareness has been prodded by various events, including the move by a number of regional roasters to get their brands into soluble form.

Other roasters are considering whether, and through what methods, to do the same with their own brands.

But the fact is that until now we have seen no evidence that solubles have grown to the point where they are, in any marketing area, major competition to regular coffees.

Nor have we seen any evidence, even in the markets where solubles have achieved their greatest advances, that they have done so at the expense of regular coffees.

On the contrary, there is evidence that solubles are opening up new markets for coffee. With solubles, coffee

is being served where before it was not in the picture.

Solubles seem to be filling a need for a coffee beverage for extra occasions and situations when regular coffee is usually not considered.

The bulk of soluble consumption, in other words, is extra consumption for coffee.

This factor alone, we believe, puts into proper perspective gloomy forecasts, such as the one of a 40 per cent drop in consumption in this country as a result of a shift to solubles.

A drastic shift to solubles just hasn't been happening. On the other hand, consumption of solubles has been growing. But it has had the character of a companion item to regular coffee, with the net effect of broadening total absorption of coffee in this country.

England ends the tea subsidy

Great Britain has taken one more step in the slow, massive return of this tea market, largest in the world, to the prewar status of freedom from controls.

Last year, long after the close of the war, England finally restored the London tea auctions. Since then Mincing Lane has attempted to fulfill its functions as of yore, but with the weighty additional factors of the tea subsidy and price controls and rationing.

Now England, under the new government, has terminated the eight shillings per pound subsidy, although price controls seem slated to remain, possibly with some modifications.

When such an action is taken in the most decisive tea market in the world, it becomes a subject for close study by tea men everywhere.

In the United States, some sources, in an initial reaction, feel that the net result might be to create a healthier situation in England, where tea has been retailed too cheaply for too long, with effects elsewhere that would not be adverse.


Other sources raise the question of the impact of a sharp price rise on total demand in England.

Whatever does develop as a result of the removal of the subsidy, producers can take comfort from the knowledge that in the United States a national tea drive is underway, on the "partnership marketing" basis.

The world has moved far from the early postwar situation of more demand than supply.

Under these conditions, the fact that the drive in this country has been gaining momentum for several years reflects high credit on the foresight of our international tea leaders.

This investment in time may yield much needed dividends.

- 
- *Tea Storage*
 - *Blending*
 - *Reconditioning*
 - *Repacking*
 - *Tea Packaging for the Trade*

ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT

67-69-71-75 FRONT ST.; 37-39-41 OLD SLIP; 38-39 SOUTH ST., N. Y. 5, N. Y.

William S. Grant—better known to you and to me as Bill Grant—has an exceptionally broad background in merchandising and in tea.

Now sales director of the Brownell & Field Co., Providence, R. I., Bill learned about selling at the grass roots. At the time when drug stores had been handling many items other than drugs, he was a key merchandiser for the Cunningham drug chain in Detroit. What was then the largest drug store in the world was set up along the modern merchandising lines by Bill.

For years, he represented the tea growers in this country as a merchandising expert with



Robert A. Lewis

Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

the Tea Bureau, and he set up offices for them in Atlanta, Pittsburgh, Chicago, Cleveland and Boston.

The use of billboards in supermarkets was his idea, and was initially adopted by McCann's in Pittsburgh in 1936.

During the war years he worked with Geoffrey Baker, now vice president of the Ralston Purina Co., on pricing problems in industry.

On July 15th, 1948, he joined Brownell & Field, hard-bitting regional packers, as sales head. He is, as you can see, in a position to give a down-to-earth answer to the vital question which is the title of his guest column.—R.A.L.

Does Tea Council advertising help us?

By WILLIAM S. GRANT, Guest Columnist

In my opinion, the enterprise of the tea growers and the American tea industry is divided into three major phases. The first phase is research on the use of the product and the best methods of increasing its usage. The second phase is advertising of the product by the Tea Council. The third phase is adoption by brand packers of the knowledge revealed by the Tea Council for inclusion in their own advertising, merchandising and sales efforts.

It would be costly indeed for a regional packer to discover on his own such important facts regarding the habits of the tea drinkers as those disseminated by the consumer research surveys of Elmo Roper. Knowing that people buy tea because they believe it is a stimulating drink, and that a good part of the populace buys it because it is a relaxing drink, is a guidepost for us in developing advertising copy and merchandising display pieces for use in stores. We believe by doing so we are then presenting our product in the most favorable light to the tea drinker or the prospective tea drinker.

Mr. Roper also tells us—as well as the other divisions making up the Tea Council—that a certain percentage of people prefer tea bags to bulk tea; that a certain percentage make iced tea in quantity, rather than in individual servings; and that there are those people who prepare their tea according to color rather than as to taste.

If we had been left to our own resources, it would indeed take courage to state that:

"To make good tea, the steps are three—

1. Have the water for your tea

Boiling, boiling merrily!

2. Tea bag or teaspoon—it matters not
One for each cup and one for the pot
3. Don't skimp the time in which to brew it
Three minutes or more—no less will do it!"

However, since that is the consensus of opinion of the principal tea men in the nation, we are certain we are telling the consuming public a very factual formula, for a good cup of tea. The Tea Council also seems to be unanimous in its opinion that tea bags packed no more than 200 to a pound are more conducive to pleasing tea drinkers and creating new tea drinkers than tea bags packed 250 to a pound.

It has been brought forth that price is not the top determining factor in the sale of a brand. Price is either third or fourth on the list. We have accepted that thought, and find to our satisfaction that it is very true indeed. Price seems to determine only where a consumer will buy a brand which he has already decided is the brand he wants. We have seen many instances where cheaper teas do not enjoy a sale, even though they are lower in price on the shelf.

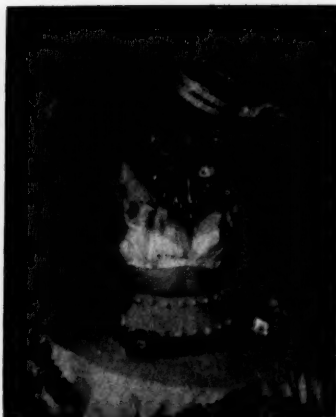
The advertising program of the Tea Council is only important insofar as it is something for us to tie into. We do not expect the Tea Council's advertising alone will result in any marked increase in the consumption of tea. It is only when the packers—regional or national—tie in with that program and repeat its messages many times that the overall consumption of tea will increase. We estimate that in our area there is about two cents per family per year being spent in advertising through the Tea Council's efforts. This weak base becomes potent through repetition of our—and other Tea Council members'—tie-in promotions and advertising.

A recent illustration was the national "Take Tea and See Week," when we ran our advertisements along the line of "Take Autocrat Tea and See—how delicious it



William S. Grant

At New York's first Mardi Gras Ball, held for the benefit of the Junior League's Welfare Fund, one of the sponsors was Thomas J. Lipton, Inc. Here Junior Leaguer Roseanne Bennett is shown wearing the Lipton costume, a stand-out even at this spectacular party. The headress is a teapot, the necklace teaspoons, the bracelets Lipton tea bags. Emily Wilkens designed the novel outfit.



tastes." We included in the ads that it was national "Take Tea and See Week."

Of course advertising is only a segment of an operation necessary toward increased sales of a product. Another important segment is the merchandising of the advertising. The Tea Council is intelligent in its organization structure in that all of its advertising is presented for consideration to a merchandising committee. This merchandising committee, as the trade knows, is a group of executives of principal tea distributors, representing national as well as regional packers.

Therefore, when the Tea Council's advertisements appear, they are adapted for merchandising purposes. The regional or national packer has to exert considerable energy saleswise in order to capitalize on the big color ads on tea as they appear in Life, Saturday Evening Post, etc. Obviously, too, it is nice for a regional packer to show a retailer he is part of a program where full-page ads appear in national publications such as Life. The regional packer alone could never hope to have a full-page ad in such publications.

Reference was made above to our tie-in with national "Take Tea and See Week." You may be interested in the details of a method we followed in a tie-in with a specific Tea Council program.

Two summers ago, meetings were held in New York City by principals in the tea industry, at which time the research department revealed that people very seldom

drink iced tea alone. It was stated that although iced tea was a mealtime beverage, there was also a good percentage of people who consumed iced tea between meals, invariably with crackers and cheese, etc.

As a result of this research, the advertising experts made layouts of beautiful color ads, showing a very appetizing glass of iced tea sitting on a plate surrounded by crackers. The merchandising committee knew this type of ad was indeed a stimulant to store displays of allied products, and arranged for contacts with Sidney Johnson, of the National Biscuit Co., for a tie-in promotion. Specific dates were set for the appearance of the ad, and of National Biscuit Co.—Ritz cracker ads, which also would show a glass of iced tea.

This information was broadcast by the men at the Tea Bureau to the trade. When it reached our company, we contacted the local National Biscuit representative, Chan Fountain, and told him of our plan to build displays of Ritz Crackers and iced tea. We obtained copies of the ad, on which we imprinted our brand name—Autocrat—for use in these displays and as window posters. We obtained from the National Biscuit representative some of his material featuring iced tea and Ritz Crackers. We gave Ritz Crackers to our sales force, and the National Biscuit Co. gave Autocrat Tea to its sales force.

Of course, other brand packers did the same, so we were not alone in our territory in this program.

We then arranged with as many markets as our sales force was able to cover to build floor displays of Autocrat Tea and Ritz Crackers. We recognized that the more effort we put into the program, the better the results would be, as well as the greater the good will of National Biscuit salesmen toward our product because of this strenuous effort.

I think it will be recognized that the Tea Council program is in a way only a symbol, and that if we sat on our hands and depended upon Tea Council advertising to better our business, we would be naive indeed. We have to fight for tea sales, and we do appreciate the support anyone gives us. Consequently, we sincerely appreciate the intelligent support of the Tea Council operation.

Argentina's tea imports

In 1947-49, imports of tea averaged over 600 tons, and in 1949 they were over 700 tons. But a surplus of imported tea remained in stock in the beginning of 1950, and imports were reduced materially in that year to about 177 tons.

GEO. C. CHOLWELL & CO., Inc.

Established 1876—75th Year

"Whose name is known wherever tea is grown"

40 WATER STREET
4-6 COENTIES SLIP, N. Y. C.

TEAS

Member, Tea Association
of the U. S. A.

Agents U. S. A. for Alex. Lawrie & Co., Ltd., London, England; Balmer Lawrie & Co., Ltd., Calcutta, India; Betts Hartley & Huett, Ltd., London, Calcutta, Colombo

The House of
Lawrie
Producers and Exporters of

quality



TEAS

Established in 1867, the house of Lawrie has behind its existing organisation an unrivalled record and a wealth of experience, which has culminated in the Company becoming one of the largest Exporters of Tea from North India.

Balmer Lawrie & Co., Ltd.

POST BOX No. 4 CALCUTTA.

Alex Lawrie & Co., Ltd.

ST. MARY AXE, LONDON E. C. 3

THE COMPANIES' AGENTS
ARE SITUATED IN THE
FOLLOWING CENTRES.

★

Geo. C. Cholwell &
Co., Inc.,
40, Water Street,
NEW YORK, N. Y.

★

The G. S. Haly Co.
383, Brannan Street,
SAN FRANCISCO
7, CALIF.

★

Hayter & Scandrett,
15, Wellington Street,
TORONTO.

★

Maylor Avery Ltd.,
1307, Burrard Street,
VANCOUVER.

Program set for mid-year meeting of Tea Association in New York City on May 1st

A program designed to bring the trade up-to-date on current problems and activities has been prepared for the mid-year meeting of the Tea Association of the U.S.A.

The event will take place on May 1st at the Hotel Plaza, New York City, it has been confirmed by Herbert Claridge, president of the association.

The meeting will be open to everyone in the tea, grocery and restaurant trades, whether members of the association or not.

Arthur Motley, editor of *Parade*, will be the featured speaker at the luncheon with which the program will open.

Carl Dipman, editor of *Progressive Grocer*, will open the afternoon session with a talk on "What Every Tea Salesman Should Know," following which Robert B. Smallwood, chairman of the Tea Council and president of Thomas J. Lipton, Inc., will report on his stewardship of the Tea Council.

Richard Heath, executive vice president of the Leo Burnett Co., Inc., advertising agency representing the Tea Council, will discuss the Council's coming iced tea campaign, including both the advertising and merchandising programs.

John Halloran, of the Salada Tea Co. and member of the U. S. Board of Tea Experts, will round out the program by presenting, with comments, a Kodachrome film on the tea producing countries.

Problems of the industry will be discussed by the members

of the Tea Association at an informal meeting which will follow the formal program.

The meeting will open with a luncheon session at 12:15 p.m., followed by business sessions from 2:00 to 5:00 p.m., and winding up with a cocktail party from 5:00 to 6:00 p.m.

New iced tea dispenser introduced by Vaculator

Something new in iced tea dispensers has been introduced this season by the Hill-Shaw Co., makers of Vaculator tea and coffee brewing equipment, according to an announcement by Jon Zitz, general sales manager.



This new Vaculator iced tea dispenser is available in two and three gallon sizes. It has a push-button faucet.

Vaculator's new tea dispenser features a clear, heat-resistant glass brewing-serving chamber with a screened design of a Polar Bear floating amid ice cubes. When tea is brewed, the white bear stands out against the dark tea background. The caption states, "Drink Iced Tea."

The Polar Bear invitingly pictures the tea to be refreshing and ice cold. Tests show that iced tea sales increase appreciably with the use of this dispenser, Mr. Zitz declared.

Tea is brewed in the clear glass chamber and dispensed with a push button one-hand-operated faucet. The base is ebony glass, with a polished surface for easy cleaning. The top cover is an odorless, tasteless black plastic.

IHW^T_E^A

THERE IS NOTHING SO COMFORTING
AS A CUP OF TEA

Every Tea drinker knows how really comforting
it is to sit down and d'rink a cup of good Tea.
Why not let the others in on your little secret?
They'll thank you!

IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

Indonesia's tea outlook

As the world's supply of tea moves into balance with demand, factors which may tip the balance one way or the other become critically important.

Probably the most decisive of these factors is Indonesia. Hit hard by the war, tea production there has slowly been struggling back.

How fast has the rehabilitation gone? How fast will progress be in the period ahead? These are key questions in any evaluation of the outlook for tea. Here are some answers, as summarized by "Capital," of Calcutta.

Indonesia—the Netherlands East Indies—as the world's third largest producer of tea before the war, had an acreage equal to two-thirds and production equal to two-fifths of the Indian figure. Her acreage under tea was the same as Ceylon's but output was only three quarters of the latter's.

Tea plantations were started in Java more than a century ago, but proved successful only after the introduction of the Assam seed in 1872. This soon supplanted the Chinese variety, to which both soil and climate had been unsuited. Java teas have a black and attractive leaf appearance during the greater part of the year, but get a rather brownish appearance during the dry season (July-September), when the flavor improves. They are well-made, good, useful and attractive blenders, soft and of medium strength in the cup.

Tea growing is comparatively recent in Sumatra, where it was started in 1910 by the Rubber Plantations Investment Trust. Sumatra teas are distinguished by their attractive leaf and are not as subject to seasonal variations as the Java variety. The finest Javas, comparable to the Indian and Ceylon blacks, come from the Pengalengan plateau; most of the Sumatras are grown in the region around Permatang Siantar on the east coast.

Tea is cultivated both on large estates (mostly in Java) and in smaller native tea gardens. Estates are of three kinds: highland, medium elevation and lowland. A large part of the tea, both for home and foreign consumption, comes from the latter two. Native gardens are found on steep slopes or waste ground, tea often being interplanted with such crops as bananas, tapioca, chillies, etc.

On the eve of World War II, there were nearly 337 estates, covering an area of 346,000 acres, and producing 156,000,000 pounds. Peasants' gardens covered 184,000 acres with an output of 28,000,000 pounds. Thus the total area under tea was 530,000 acres, with a combined production of 184,000,000 pounds.

From 1942 to 1946 Indonesian tea was excluded from the world market. The industry suffered considerable damage in the war years and after. Destruction on plantations was enormous, being estimated at 25 per cent in Java and 35 per cent in Sumatra. Factories were converted to the manufacture of textiles and chemicals and put to military uses. Hardly 25 per cent of Java's 220 large tea factories were operating in 1944. Production fell from a peak of 194,000,000 pounds in 1941 to only 10,000,000 pounds in 1944. In the next two years it was almost negligible.

Tea cultivation was resumed in Java in 1947 and a year

later in Sumatra. In 1948 60 factories were working in Java and seven in Sumatra, against 243 and 34 respectively in the prewar period. Production, which showed a tendency to improve in 1948, suffered as a result of terrorist activities, but rose to 60,000,000 pounds in 1949. With greater security after the transfer of sovereignty to the Indonesians at the end of 1949, the tea industry recovered further and during the first year of the republic output rose to 78,000,000 pounds, two-fifths of the 1939 figures.

Although production on peasants' gardens can be said to have attained the prewar level, rehabilitation was very slow in 1950. Not only did the actual area under tea in postwar years fall short of the 539,800 acres permissible under the International Tea Regulation scheme, but output per acre on estates was only 165 pounds in 1950, compared with 451 pounds in 1949. There are indications, however, that more estates are returning to production.

Nevertheless, considering the very heavy damage suffered during and since the war, it is too optimistic to expect Indonesian tea to reach in the near future, either in quality or quantity, its prewar standards.

The International Tea Agreement fixed the annual Indonesian export quota at 173.6 million pounds, or about 21.5 per cent of the total exports of the three chief producers. Actual exports rose from 158,000,000 pounds in 1933 to 162,000,000 pounds in 1939. Shipments in 1941 totalled 167,000,000 pounds, the highest since the inception of the international tea regulation scheme.

During the war years there were no exports from Indonesia. Large stocks of old tea carried over from the pre-war days had accumulated, and to clear them off after necessary reconditioning the Netherlands Indies Government Import and Export Organization was created toward the end of 1945. After some time, the government also allowed private interests to barter unsold tea on an ex-

(Continued on page 56)



Aptly named the Quartet Sampler, this die cut carton imported from England contains cellophane wrapped one-quarter pound tins of four different Ridgeways Teas—Her Majesty's Blend, Darjeeling, Five O'Clock and Earl Grey. The package is being distributed through fine food departments and stores by Sheffer, Clarta & Co., Inc., New York City. The retail price of the Quartet Sampler is about \$3.85.

Tea Movement into the United States

(Figures in 1,000 pounds)

	YEAR	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	YEAR	Jan.	Feb.
	1950	1951	1951	1951	1951	1951	1951	1951	1951	1951	1951	1951	1951	1951	1951	1952
Black																
Ceylon	44,266	1,878	2,125	2,991	2,900	2,597	2,309	2,787	3,432	1,924	2,209	1,784	2,457	29,394	3,400	3,384
India	41,678	3,712	2,894	4,000	4,460	5,888	2,233	909	930	1,613	2,173	1,422	3,090	33,328	3,072	2,942
Formosa	4,556	136	236	253	366	197	284	260	187	135	208	133	193	2,587	493	293
Java	8,206	595	583	844	774	549	552	605	865	375	881	319	578	7,519	813	730
Africa	6,933	886	450	714	747	715	684	652	462	242	191	148	15	5,906	107	242
Sumatra	952	55	200	196	29	20	75	65	161	134	43	49	37	1,065	124	45
Congou	93	12	6	3	13	3	37
Misc.	1,127	31	52	21	69	27	205	42	55	29	29	12	4	575	35	34
Green																
Japan	4,523	16	27	267	68	8	193	460	720	569	384	52	144	2,906	47	5
Ping Suey	106	83	22	1	105
Misc.	442	15	1	17	10	32	23	7	51	24	5	286	6	...
Oolong																
Formosa	534	7	44	41	25	26	21	1	8	5	58	236	24	22
Canton	163	11	7	18	21	6	5	1	...	3	3	3	21	106	10	3
Sentd Cntr	180	11	10	36	21	6	1	3	3	2	2	...	2	97	5	1
Misc.	15	11	3	14
Mixed																
	137	5	10	20	15	2	9	1	3	1	3	1	4	84	8	3
TOTALS	113,811	7,480	6,667	9,432	9,518	10,078	6,871	5,787	6,847	5,034	6,185	3,933	6,618	84,146	8,144	7,704

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

Tea industry weighs impact of U. K.'s move to end subsidy

The United Kingdom, in a move considered likely since the last elections, last month removed the 8d a pound subsidy on tea. Members of the tea industry in England and in producing countries are weighing the impact of the change.

News of removal of the subsidy came in the government's report on its budget for the coming period.

In London, the Ministry of Food conferred with trade representatives and worked out methods of handling practical details of the termination of the subsidy.

It was announced that the subsidy would not be credited on teas sold in the London auctions after March 15th, and it would not be paid on primary wholesaler's declarations made on or after March 12th.

Reports prior to the subsidy announcement indicated that the producing countries might accompany such a move with reductions in their export duties and that the U.K. would

also raise the price ceiling on tea 4d a pound.

After the subsidy announcement, Pakistan declared its export duty on tea would be cut from 4 annas a pound to 3 annas.

In India, considerable agitation for abolition of the export tax on tea, or at least modification of was reported.

Pending news of British action on the price ceiling, the trade was attempting to assess the effect of the withdrawal of the 8d subsidy on demand in England, the world's largest market for tea.

It was feared that a sudden rise at retail levels might reduce demand and contribute to a general decline in prices at the source.

Marion Carter joins Tea Bureau

Marion Carter has joined the Tea Bureau, Inc., New York City, as a writer and assistant to William F. Treadwell, director of information, it was announced by Anthony Hyde, president of the Bureau.

Miss Carter is a former New York Journal-American feature writer and an El Morocco and the Colony Restaurant publicist.

— Importers of Tea —

HAYES G. SHIMP

INCORPORATED

230 PARK AVENUE, NEW YORK

Tel. Murray Hill 6-0942

Member: Tea Association of U. S. A.

Eight-year rise in tea consumption in U. S. aids dollar-hungry Southeast Asia

Increased tea consumption by Americans is playing an important part in providing purchasing power for dollar-hungry Southeast Asian nations, Anthony Hyde, president of the Tea Bureau, Inc., pointed out last month in a statement showing a 62 per cent increase in tea drinking in the United States in the last eight years.

"More and more people, both men and women, are drinking tea in the United States each year," said Mr. Hyde. "Since 1943, which was the wartime low, when tea was hard to get, consumption of tea has increased 62 per cent in this country. And tea consumption, both overall and per capita is still going up."

"An all time high (with the exception of wartime scare buying in 1941) of 98,266,000 popunds of tea moved to the shelves of retailers in the U. S. in 1951," Mr. Hyde continued. "This was 37,766,000 more pounds than was absorbed by the retailers in 1943. Each intervening year



Anthony Hyde

has shown a steady increase, reflecting an increase in the tea drinking habits of the nation."

This increase in the consumption of tea is the result of a nationwide campaign sponsored by the Tea Council to promote tea drinking in the United States and to help the tea producing countries of Southeast Asia overcome dollar shortages, he indicated.

The American tea trade has joined with the tea producing countries in what former E.C.A. Administrator Paul Hoffman called "partnership marketing," according to Mr. Hyde.

The degree of success of the efforts to promote tea in this country can be seen from the fact that dollar earnings of the tea producing countries have increased from a total yearly average of \$12,447,000 in the seven-year period of 1933-1940 to a total yearly average of \$40,735,000 in the 1948-1951 period, he pointed out. These dollar earnings, of course, reflect the poundage and the average price paid.

In 1951 member countries of the International Tea Market Expansion Board received \$34,736,000 for tea sold in the United States. Of this amount, \$15,695,000 went to India-Pakistan; \$13,848,000 to Ceylon; \$4,031,000 to Indonesia and \$1,162,000 to British East Africa.

But money spent by Americans for tea remains in the United States and plays its part in helping both American industry and international relations, as well as fighting Communism, Mr. Hyde explained.

"This increased tea consumption by Americans," he said, "has an important effect on the financial stability of the friendly nations of Southeast Asia, which are so important to us in our fight against worldwide Communism."

(Continued on page 55)

Branch Sales

Offices:

BOSTON

CHICAGO

SAN FRANCISCO

Tea Importers

HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.



Mayor Darst crowns 17-year-old Marian Lee Burnett

Crowning of 1952 Iced Tea Queen in St. Louis opens trade's new drive

The tea industry's half-million dollar 1952 iced tea campaign got under way in St. Louis last month with the selection of lovely, 17-year-old Marian Lee Burnett as Iced Tea Queen for the coming season.

Acclaimed by press and radio, the petite, blonde and blue-

eyed miss was crowned by St. Louis' genial Mayor, Joseph M. Darst.

More than 100 leading food companies and associations will join with the tea industry in celebrating National Iced Tea Time, July 11th to 19th. Advertising and food releases will stress the theme that the thoroughly American iced tea is the drink best suited to all hot weather meals.

Newspapers, magazines, motion pictures, radio and television carry news about the arrival of the iced tea season.

Restaurants and drug stores everywhere will emphasize iced tea on their menus. To assure "that homemade flavor" in restaurant iced tea, the brewing committee of the Tea Association has emphasized its two-ounce formula, approved by the National Restaurant Association, to restaurants and drug chains throughout the country.

"Best Summer-time Refresher"

As its slogan for 1952 the Tea Council has chosen "Best Summertime Refresher of Them All". The now familiar red tea pot with its "Take Tea and See" legend will still be everywhere in evidence—but for the summer it will be frozen in a block of ice.

The new Iced Tea Queen, a recent high school graduate, was chosen from more than 1,000 St. Louis beauties entered in the contest. Since iced tea was first discovered at the World's Fair in St. Louis in 1904, the tea industry selects a St. Louis girl each year as its iced tea queen.

The St. Louis Post Dispatch and Globe Democrat and the wire services carried pictures and stories of the selection of the Queen. St. Louis stations WEW, WIL, KFUP, KSD, KWK, KSTL and KXOK announced the names of the winner and the ten runners-up, while NBC and CBS broadcast the selection of the new queen from coast-to-coast. Miss

BOUKOURIS & Co., LTD.

80 BROAD STREET, NEW YORK 4, N. Y.

QUALITY TEAS

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

HALL & LOUDON

ESTABLISHED 1898

TEA BROKERS

We offer a comprehensive Tea Brokerage service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

Burnett was also interviewed on the Hal Frederick Show, KXOK; the Harry Honeig Show, KSD-TV, and the Betty Ann Show, KXLW.

A \$1,000 wardrobe and accessories and \$100 in modeling fees were given the new queen. George Fisher, famous CBS Hollywood Commentator, arranged a number of additional glamour gifts for the Queen from Hollywood.

Three leading St. Louis department stores, Scruggs-Vandervoort-Barney; Stix-Baer & Fuller and Famous-Barr welcomed the queen and used her in pictures and advertising.

Immediately following her selection, Miss Burnett flew to Chicago to make her first public appearance outside St. Louis at the Independent Grocers Association convention in the "Windy" City. There she charmed the Independent Grocers and posed for photographs with them. Denise Darcel and Jack Eigen interviewed her on Jack's WMAQ-NBC program.

London, Calcutta tea men visit U.S.

In the United States for a visit last month were James McFarlane, of Octavius Steel & Co., London, and L. Fuller Hall, of Octavius Steel & Co., Ltd., Calcutta.

After a weeks stay in New York City, Mr. Fuller Hall left for London by air and Mr. McFarlane went to the West Coast of Canada, returning to New York via Chicago.

During their stay, they made their headquarters with George C. Cholwell & Co., Inc., New York City, agents for Betts, Hartley & Huett, Ltd.

Octavius Steel & Co., Ltd., are managing agents for Betts, Hartley & Huett, Ltd., London and Calcutta.

Point-of-sale aids back Canada's national "Tea Time" promotion

Backing up the "Tea Time" drive is this point-of-sale material:

1. A large eye-catching platform display card designed to hold a package of tea and biscuits or cake, etc., with the message "Right for Tea—Anytime";
2. A display poster with the message, "Tea gives you over 200 cups to the pound";
3. Scarlet streamers proclaiming "It's Tea Time in City."

Luttrell named vice chairman of McCormick

J. Grayson Luttrell, executive vice president of McCormick & Co., Inc., and international authority on tea, has been named vice chairman of the board of the company.

A. Joyes Beane, a vice president, will succeed Mr. Luttrell as the spice and tea company's executive vice president, according to Charles P. McCormick, president and chairman of the board.

Keene A. Roadman has been appointed advertising manager, succeeding Gerald Baxter.

Eight-year rise

(Continued from page 53)

"Tea is India's second biggest export item to the United States. It is Ceylon's biggest dollar earner. In addition, the dollars earned by all these countries are, of course, spent in the United States and therefore provide jobs for the American worker."



Uncolored JAPAN GREEN TEA is back!

—ask your Importer

Indonesia's tea outlook

(Continued from page 51)

port system to Singapore, from where it was re-exported to the Middle East and Persian Gulf territories.

The tea exported by private interests was of very poor quality, and as a consequence Indonesia lost much of her overseas market. Exports, which equalled 90 per cent of production in the prewar period, were only 70 per cent in 1948. The situation was disquieting.

Indonesia persuaded the Netherlands to buy 18 to 20,000,000 pounds of tea between September, 1948, and August, 1949. In 1949, actual exports totalled 48,000,000 pounds, of which the Dutch share was 60 per cent. They increased in the following year to 64,000,000 pounds. In terms of prewar exports and of the export quota fixed under the International Tea Agreement, shipments in 1950 were two-fifths and one-third respectively.

In 1939 Australia was the biggest buyer of Indonesia tea, taking 39,000,000 pounds, or one-fourth of the total exports. She was followed by the Netherlands (32,000,000), United States (30,000,000), Egypt and the Sudan (17,000,000), and the United Kingdom (11,000,000).

When the Netherlands was occupied by Germany in 1940 the United Kingdom made a bulk purchase of 40,000,000 pounds of tea from Indonesia. In 1950, half of the total exports of 64,000,000 pounds went to the Netherlands. Egypt and the Sudan (11,000,000 pounds), Australia, United Kingdom, and United States (each 5,000,000 pounds) were other important customers.

Indonesian tea was among the most important of Dutch

imports in the prewar period and in 1950. Before the war the Netherlands re-exported between 5,000,000 and 10,000,000 pounds a year, principally to Germany, Russia and Britain. In the postwar period, annual re-exports totalled 7,000,000 pounds, mainly to Germany and the United States. Australia, whose share of Indonesian tea was 70 per cent in 1939-40 and 84 per cent in 1940-41, took a negligible share of 4 per cent in 1949-50. The United States and Egypt also bought far less in the postwar period.

The traditional customers of Indonesian tea have by now developed a taste for Indian and Ceylon blacks which will be very difficult to change. With a prospect of bigger supplies from areas like China, Formosa, Japan, and British East Africa, increased production is likely to cause a slump in Indonesia's tea export industry.

It is estimated that before the war, Indonesia had an estimated productive capacity of 280,000,000 pounds. Apart from heavy damage, about 30 per cent of the prewar acreage was transferred to other crops during the Japanese occupation. Much capital, which small estate owners might not be able to invest, will be necessary if this area is to grow tea again.

Though production will probably increase in coming years, Indonesia's tea industry might not, even under the best conditions, be able to attain three-fourths of its prewar productive capacity.

Bell Coffee Corp. dissolved

The Bell Coffee & Tea Co., Inc., Dallas, Texas, has been dissolved, it was announced by the office of the Texas secretary of state, Austin.

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

TEAS

AGENTS FOR

GEO. WILLIAMSON & CO.
LONDON, ENGLAND

and

NAIROBI, KENYA

WILLIAMSON, MAGOR & CO.
CALCUTTA, INDIA

WHITALL & CO.
COLOMBO, CEYLON

W. P. PHIPPS & CO.
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO
MOZAMBIQUE, PORTUGUESE E. AFRICA

LIAZI AGRICOLA LTD.
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.
SHANGHAI, TAIPEH

LIPTON TEA

LIPTON TEA RACE

IT'S AMERICA'S FAVORITE TEA - LIPTON TEA!
BRISK FLAVOR - NEVER FLAT!

CONSISTENT QUALITY through the years has made Lipton the largest tea grower and distributor in the world. Today, more people drink Lipton Tea than any other brand, because it's brisk... full-bodied... refreshing!

Luzianne's new fiber coffee can

By W. McKENNON

Source of much of the charm of New Orleans is its adherence to traditions and tastes unlike those in other parts of the country. This is as true of coffee as of architecture and other facets of the city.

In New Orleans and Louisiana, more than elsewhere in the country, consumers don't take their coffee straight. They like it with chicory.

In packaging, too, the region is relatively distinctive. Here the fiber can with metal top and bottom is accepted as a common packaging for coffee.

In this coffee container, as in other types, development is continuous. Here is the story of a redesign job on a fiber coffee can as carried through by one of the leading packers in the area.

Tradition is an important factor in New Orleans. The old city clings to customs and manners of former years. A great percentage of the businesses are handed from father to son. Such is the Luzianne Coffee Co., founded by William B. Reily, presently under the management of his son, William B. Reily, Jr. William B. Reily, III is presently serving with the U. S. Navy.

At the Luzianne Coffee Co., however, tradition and progress go hand in hand. Luzianne Coffee has been a highly popular brand since 1903, and the reason it continues in that place is widely held to be its dependable, unchanged quality and the constant improvement in management, production and marketing.

The Luzianne Coffee Co. is now offering its coffee and chicory blend in a new container. The new package, a round fiber can, is opened by using a string, which eliminates the danger of broken fingernails and scratched fingers sometimes experienced in opening an ordinary can. Introduction of the new container was announced in the local daily paper and in a daily 15-minute television program.

The string opening has several advantages. It is tamper-proof, is easy and novel to open, provides a full opening for dispensing, and has a simple and positive reclosure. It has met with enthusiastic response from the consumer and the grocer, it is reported.

In 1951 Luzianne officials discussed with the Sefton Fibre Can Co., of New Orleans, the possibility of producing a new coffee container with the string opening and with the protection and package appeal required for their product. Sefton, which had been producing for Luzianne a square tea container with a metal top and bottom and a string opening, submitted the improved round can which is now being used.

One of the problems to be overcome was the stacking feature necessary for easy handling on the grocers' shelves. Sefton revamped the metal dies to provide a drawn raised



Luzianne Coffee's new package, a round fiber can with metal top and bottom, is opened by merely pulling a string. The new container was promoted via newspaper and television advertising.

circle in the can ends, which answered the stacking problem and provided additional strength at the ends.

The original carton used for tea was thought not entirely suitable for coffee, since an air-tight container was desired for the latter. Hence, the interior of the fiber can was treated to shut out air and to give the can the high degree of protection required in the South, where humidity is high.

Luzianne formerly bought their labels and spot glued them to the coffee cans at their plant. Under the new arrangements, Sefton supplies the cans with the label applied with an overall glue bond. The coffee is packed into the can and the top metal lid crimped on at the Luzianne plant, the latter operation being handled by an automatic closing machine made by the Angeles Sanitary Can Machine Co., of Los Angeles. This change in label procedure cuts down markedly on the space needed at the Luzianne plant, effecting substantial label savings and making possible a better appearance.

The same colorful wrapper known so well to the housewives of Louisiana is used on the new cans, and the same coupons formerly included in every can of Luzianne Coffee are found in the new package. These coupons are redeemable for gifts at various premium stores throughout the city.

Atlantic Coffee names California representative

M. A. Shirley and Robert E. Burke, of Shirley Sales & Associates, will represent the Atlantic Coffee Bag Co., Inc., in California, it has been announced by T. H. Puchkoff, sales manager.

Packettes

People, Firms

American Can expands container development plans

Creation of a new packaging development division in the American Can Co.'s general sales department, designed to further step up the company's continuing program for developing new containers and new uses for existing ones, has been announced by T. E. Alwyn, vice president of sales.

The new division will serve as a coordinating agency between sales, manufacturing, research and other company departments, Mr. Alwyn said. Particular interest of the division will be centered on the development of containers under the "Operation Survival" program, a long-range research project which seeks perfection of containers made entirely from materials available on the North American continent.

Operation of the new packaging division will be under the supervision of T. F. Brennan, who has been named manager.

Gair buys American Coating Mills Division

George E. Dyke, president of the Robert Gair Co., Inc., New York City, and J. P. Levis, chairman of the board of the Owens-Illinois Glass Co., Toledo, have announced the sale by Owens-Illinois of the manufacturing plants,

business and inventories of its American Coating Mills Division to Gair as of April 1st, 1952.

Under the transaction, Gair, manufacturers of paperboard, folding cartons and shipping containers, will acquire paperboard mills at Elkhart, Indiana, and Middletown, Ohio, and carton fabricating plants at Elkhart, Chicago, and Grand Rapids, Michigan. In exchange, Owens-Illinois will receive approximately 400,000 shares of Gair common stock and a substantial cash consideration. Inventories will be purchased for cash.

Manufacturing operations of Owens-Illinois devoted to making corrugated boxes for the company's products will not be included in the transaction, Mr. Levis said.

"The business of American Coating Mills," Mr. Dyke declared, "will be operated as a separate division of Gair under the direction of R. L. Snideman, president of American Coating Mills, and his staff. American Coating Mills will continue to service its present customers, and as a result of the transaction will have an additional source of all grades of paperboard and will be able to offer its customers other products heretofore made exclusively by Gair. The additional plants acquired through this transaction will enable Gair to extend its line of products, and to increase service to customers located in the Middle West."

Swiss coffee imports down in 1951

Imports of coffee into Switzerland in 1951 totaled 330,720 bags, as compared to 421,240 bags in 1950, according to a compilation by Braunschweig & Co., Basle.

Good Taste is a matter of

FINE FLAVOR

Pitter's

10 FOLD VANILLA

Dilution of 1 to 10 in 35% alcohol will
produce an extract of standard strength.
Clearly soluble in 25% Propylene glycol
... water-soluble for instant use.

"Our Research Laboratory is at Your Service"



**Dr. ALEXANDER KATZ & CO., Division of
F. RITTER & CO.**

Los Angeles 27 • Seattle 22 • New Orleans 13 • Dallas 1
New York 5 • San Francisco 3 • Pittsburgh 22 • Atlanta 3
Vancouver, B.C. • Mexico D.F.

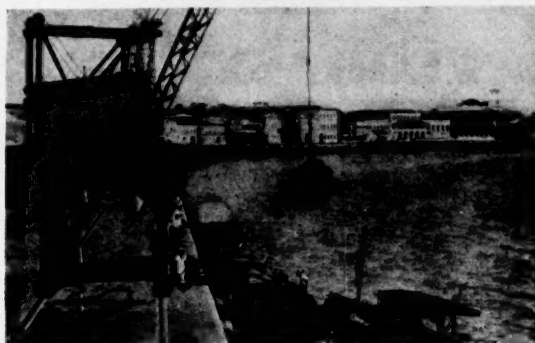
Send for your copy of our latest catalog ...
It is educational.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

A cargo of cloves

On a Zanzibar wharf, a cargo of cloves is readied for the long journey to world markets.



"The most valuable cargo of cloves known to leave Zanzibar is now on the way to Singapore in the 5,138-ton British steamer *Eltrickbank*. In quantity, the 1,896 tons was exceeded in 1946, but the value, £500,000, is the highest yet."

This item appeared early last year on the front page of the London Daily Telegraph. Just for the moment, it may have seemed strange that this rich argosy should be heading east and not to Europe or America, remarks Travelers' Circular, but then we reminded ourselves that, of course, the Orient has always been by far the heaviest consumer of spices. Those mountains of rice and grain and pulses, which form Asia's diet, call for the assistance of vast quantities of condiments to render them appetizing.

From the historical angle, however, the shipment may still seem strange. Only two centuries ago it would have been impossible. Cloves then came from the East and from nowhere else.

Native of the Moluccas, cloves formed one of the chief and earliest of the rewards won by the courage of Vasco da Gama and the drive and organizing ability of Henry the Navigator. For nearly a century, the Portuguese maintained their mastery of the trade, until in 1605 they were expelled by the Dutch.

The monopoly they then established was absolute and was maintained with a very strong arm. The name of Amboyna stood for cloves then as it does today, but it stood also for a massacre which was bloody even for those hard-fisted times. It was not, indeed, until 1774 that the French, after many attempts, were at last able to introduce the tree to Mauritius, from where it quickly spread to the Guianas, Brazil, most of the West Indian islands and Zanzibar.

From all these places it has since disappeared, at least as a commercial proposition, with the important exception of Zanzibar and its neighbor Pemba, where until the arrival of the "sudden death" disease, every prospect seemed to please it and it increased and multiplied to the foremost position.

Penang and Amboyna may hold higher places for quality,

but for sheer commercial use and weight the Zanzibar market was preeminent. Hence it comes that the *Eltrickbank* is ploughing the same waters as did the old sea-dogs, but is carrying the cargo in the opposite direction.

What the ultimate effect of the "Sudden death" disease may be, is not yet clear. Two years ago it was reported from Zanzibar that the only possible action (or inaction) was to let it run its course, plant the cleared ground with other crops and then after a decent period replant with clove trees. In August, 1950, it was announced that the Pemba Government had abandoned its attempt to control the disease by felling affected trees and their immediate neighbors. It was found that the number of trees involved would far exceed 60,000 and the cost would be nearer a million sterling than the £200,000 originally estimated—apart from compensation to growers.

To anyone with a taste, however amateur, in words for their own sake, the nomenclature of the clove will provide not a little of interest or amusement. Reaching us soon after the Norman Conquest as *clou de girofle*, the clove is readily recognizable as from *clavus*, the Latin nail. And a nail is a pretty good description of its appearance. The other half of the name, however, wanders, divagates and corrupts in all sorts of unlikely directions. *Girofle* fetches its ancestry clearly enough up through the Italian to a Latinization of the Greek words for nut and leaf, which is again a fairly recognizable description of the clove.

From *Clou* to clove was not much of a change, and the word was all ready and waiting for the introduction of the dianthus into the gardens of the herbalists, when it at once claimed the flower as the clove-pink.

When our forefathers found a good word they liked to provide it with full employment and scorned the idea of one word one job. Hence the old cookery books call for "a few cloves of garlic" and the wool, cheese and butter trades would weigh off a clove of their produce to equal seven or eight pounds avoirdupois. But these have nothing to do with the spice.



FLORASYNTH

IMITATION SPICE OILS

- CASSIA OIL -

GARLIC OIL • CARDAMON OIL

BLACK PEPPER OIL

and many other spice oils

Florasynth LABORATORIES, INC.
CHICAGO 6 • NEW YORK 61 • LOS ANGELES 21

DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 12
ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 7
Florasynth Labs. (Canada) Ltd. Montreal • Toronto • Vancouver
Winnipeg • Florasynth Laboratorios de Mexico S.A. Mexico City

MAPLEAROME

Imitation
Maple Flavor
Base

*"The Essence
of Good Taste"*

... Produced mainly from
materials of vegetable
origin, this perfect Imitation
Maple Flavor Base is a
dependable reproduction
of the aroma of
Maple Sap ...



Florasynth LABORATORIES, INC.
CHICAGO 6 • NEW YORK 61 • LOS ANGELES 21

DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 12
ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 7
Florasynth Labs. (Canada) Ltd. Montreal • Toronto • Vancouver • Winnipeg
Florasynth Laboratorios de Mexico S.A. - Mexico City

Spice millings

Cells India's pepper outlook favorable

Despite the continued trend toward increased acreage under pepper in India and the high prices obtained for it, production of Indian pepper has not substantially increased, according to U. S. government sources. This lack of output is attributed partly to the time lapse of three to five years before the pepper vine begins to yield berries.

Another factor limiting production is that Indian pepper is not cultivated on an organized commercial scale, as are rubber, tea, and coffee.

Trade sources continue to estimate the 1951-52 pepper crop (from November or December to February or March) at 21,000 long tons, compared with an estimate of 22,000 tons for the 1950-51 crop. The decrease in production is charged to insufficient rainfall in some pepper-growing areas of the Malabar Coast and to plucking to immature berries unusually early in the season.

Exports of pepper from India in 1951 amounted to 280,235 hundredweight (one hundredweight equals 112 pounds) valued at 209,799,397 rupees, compared with 224,660 hundredweight valued at 142,351,020 rupees exported in 1950.

The U. S. share of total Indian pepper exports during 1951 amounted to 159,182 hundredweight valued at 114,299,972 rupees, compared with 131,948 hundredweight valued at 85,371,743 rupees in 1950.

As India enjoys a virtual world monopoly in black pepper, the pepper trade naturally describes the outlook for the future as "excellent." Exporters in Bombay point out, however, that the future export trade in pepper may be largely governed by the prices of Indonesian pepper and the rehabilitation of the pepper industry in that country. Still, the trade does not expect any serious competition from Indonesia for at least another two years.

The future of Indian pepper will depend on the level of world consumption, which is estimated at present to be about 30,000 tons a year.

Pinch a penny—?

In discussing adulterations of pepper, H. Hadorn and R. Jungkeing (*Pharm. Acta Helvet.* 26:25, 1951) note that a war-time substitute for pepper is known as Congo pepper or Congo cubebs, reports Drug and Cosmetic Industry.

Botanically, the fruits are derived from *Piper guineense*. A comparative examination showed a considerable difference in essential oil content: 10.6 per cent for *Piper guineense* against 1.3 per cent for white pepper, 1.77 per cent for black pepper, and about 10 per cent for true cubebs.

Pepper (black or white) contains 5 per cent of piperine, while the substitute has only 0.3 per cent. Resin is 2.3 per cent against 0.6 per cent for pepper and 3.7 per cent for cubebs.

Dominican Republic expects good coffee year

The 1951-52 Dominican coffee crop is expected to total about 397,000 bags, as compared with 346,291 bags in the 1950-51 crop year ended September 30th. The bulk of Dominican coffee exports goes to the United States.

Peppermint — American flavor

By N. K. ELLIS, Department of Horticulture
Purdue University

Part II

This comprehensive article, from Chemurgic Digest, is published here by special arrangement with that publication, official organ of the National Farm Chemurgic Council, Inc.—Ed.

Many wild mints that have oils resembling peppermint are found along streams and in farm yards. These might be escapes from commercial plantings, but in most cases they yield inferior oils when distilled. It is a sound practice to eradicate all such native types before commercial production of mint oil is attempted.

Mints are perennial plants that may bloom extensively under some conditions, but, due to pollen abortion, the commercial types rarely set seed. They spread rapidly by means of surface and sub-surface stolons that may grow a distance of five feet or more during a season, when conditions are optimum.

It is the opinion of many people that the mints, in order to do well, must grow in a damp place, but this is an erroneous impression, for it has been found that the mints can be grown on a wide range of soil types and under varying conditions of moisture. Agreement is general, however, that the soil should be deep, well-drained but not draughty, and of sufficiently loose texture to permit root growth and stolon elongation.

In Michigan, Indiana and Wisconsin, the mints are grown almost exclusively on highly organic soils, such as muck or peat. Mint is grown in the Yakima Valley area on a rich, deep volcanic ash that is slightly alkaline and on silt-loam and muck around Longview, Washington. The soil in the rest of the Columbia River District is an alluvial deposit that is high in organic matter. The soil in the Willamette Valley of Oregon is a deep, sandy river silt in some sections and a sandy loam in others.

Although the mints are grown on soils covering a wide range of pH values, best production is found on mineral soils of a pH between 6.0 and 7.5 and on organic soils of a pH between 5.2 and 6.7.

Mints require an even distribution of rainfall throughout the growing season for the best results. In ditch-drained muck soils the water table should be maintained at about two feet where possible, until just prior to cutting time when it is advisable to lower it to about three feet. Surface irrigation, by means of open ditches or portable sprinklers, is used extensively in the Northwest, and there is a trend toward the use of sprinklers in Michigan and Indiana.

Old mint plantings on organic soils should be plowed down to a depth of five to seven inches late in the fall, before any heavy freezes, in order to protect the stolons during the winter. After disking or harrowing in the spring to smooth the field, some fertilizer should be added to these older plantings, and then the rotary hoe or weeder should be run over the field as often as necessary to keep the weeds down. This operation can be discontinued when the mint is about six inches tall. Further weeding must be done by hand.



Planting peppermint by hand. The worker drops pieces of stolon into the furrow, steps on them and drags soil over with his feet.

On the mineral soils of the Northwest, the mint is plowed down in spring because winter killing is not a problem and much of the land is subject to flooding. The mat of stolons on the surface protects the land from erosion, and if silt is deposited by flood, it can be plowed under. Weeders and harrows are used for cultivation in the Northwest also until the mint is six to eight inches tall; than hand weeding is necessary.

No rule-of-thumb method for determining the proper time of harvest is reliable, and growers usually rely on past experience to determine the proper time to cut. A method for the Midwest is to run trial distillations when the mint appears to be ready and then apply a test for free menthol (developed by Ellis, Swift and Thornton) that indicates the proper stage for harvesting. Under the arid growing conditions of the West Coast area, however, this test has not proved of value and mint is not harvested there until it is in full flower.

Mint is cut with conventional mowing machines and left in the field until it is partially dried. It is then windrowed and, if necessary, allowed to dry further. Complete curing should be avoided because it results in heavy leaf loss during subsequent operations. Some drying is essential, however, because it makes the crop easier to handle and reduces distillation costs materially.

Mechanical choppers for loading mint in the field have been developed recently. The partially-dried hay is picked up from the windrow, chopped and blown into wagons or portable distillation tubs. This method makes it possible to process from one-fourth to one-third more herb per tub of equivalent size than is possible when unchopped hay is used.

The oil of peppermint occurs in minute glands that are found mainly on the undersides of the leaves. A limited

number of glands is also present on the stems, stolons and upper surface of the leaves, but their effect on the yield of oil is negligible. The globules of oil are held in place by a thin membrane resembling very pliable cellophane, and the oil is not released until this membrane is ruptured.

Mint oils are removed from the plant by steam distillation. Stills generally consist of a boiler that carries at least 80 pounds of pressure, two to eight galvanized sheet metal tubs or vats, a condenser for each tub, receivers or separators for collecting the oil, pumps for circulating the cooling water and hoists and hay forks for loading and unloading the tubs.

Stationary tubs are from 6 to 13 feet deep and 6 to 8 feet across the top. They taper slightly from top to bottom to facilitate removal of "spent" charges. They may be sunk in the ground or a work platform may be built up around them. If a field chopper is not used, the partially-dried hay is loaded onto wagons and hauled to the still where it is lifted into the tubs with hay forks and mechanical hoists. It is steamed slightly and tramped down. A vapor-tight cover that is connected to a condenser is placed on the tub when it is filled completely. If choppers and portable tubs are used, the tub is filled in the field and brought to the still where it is connected to the steam line and the condenser.

When the tubs are ready, steam is admitted at the bottom in such a way that it spreads out and permeates the whole "charge." The increase in temperature ruptures the oil glands and vaporizes the oil by a process of hydro-diffusion. The mixture of vaporized oil and steam passes into the condenser where it is reduced to oil and water.

Several types of condensers are in use, but the most popular consists of a worm of galvanized sheet metal pipe submerged in cold water in a large tank. Aluminum condensers are becoming increasingly popular and there are indications that they may replace the galvanized type.

The mixture of oil and water flows from the condenser into a receiver where the oil and water separate, the oil floating on the surface of the water. The receivers are patterned after a Florentine flask so that the water is drawn off at the bottom just fast enough to keep the receiver from running over.

A single distillation takes from 30 to 45 minutes. If the operator observes that there is not enough oil coming over to make the process worthwhile, he stops the water flowing from the receiver, thereby causing the oil to rise to the top of the receiver where it flows out through a spout into a suitable container.

Mint oil is a stable product when stored in drums* or other containers that are well filled and adequately sealed. Oxidation takes place if air is admitted to a storage drum, forming a resin that must then be removed by redistillation. Fifteen per cent or more of the volume of the oil may be lost during this process.

Recognized standards on the analysis of mint oils are to be found in the United States Pharmacopeia, and oils for use in medicinal products must meet these specifications. Oils for other purposes are often sold on U.S.P. standards, but much of the oil bought for confections and other flavoring use is purchased by experienced buyers who recognize good oil by color, odor and taste. Samples of the oils may be used to make test batches of the product before the oil is accepted for purchase.

The bulk of the mint oil is purchased by a relatively small number of buyers who have representatives located in the producing areas. These dealers have facilities for blending, redistillation and packaging the oils before they are offered for sale to the consumer.

*The term "drum" or "barrel" of mint oil usually refers to a galvanized container of 55 gallon capacity that weighs approximately 400 pounds when filled.

Hans Kessler heads Givaudan Flavors sales

The appointment of Hans P. Kessler as sales manager of Givaudan Flavors, Inc., manufacturers of true fruit and imitation flavors, has been announced by Paul Adams, manager of the firm.



Hans P. Kessler

Mr. Adams states that appointment has been made to keep pace with the company's continued program of expansion, so that increased attention can be given to the needs of Givaudan's customers in the flavor field.

Mr. Kessler brings a wide experience to his new position. He has been active in sales for more than 20 years and is thoroughly familiar with Givaudan products, which he has been selling abroad for more than ten years.

DAMMANN & SMELTZER

Incorporated

VANILLA BEANS

Pierre E. Dammann
President

71 Murray Street,
New York City



ZIMCO® LIGNIN VANILLIN, U.S.P.

A Finer Vanillin
of Exquisite Aroma

Sterwin Chemicals
SUBSIDIARY OF STERLING DRUG INC.
1450 BROADWAY, NEW YORK 18, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: ROTHSCHILD, WISCONSIN

Hails opportunity for essential oil plant in Texas

An opportunity exists at Brownsville, Texas, for the establishment of a refinery for essential oils from herbs and citrus. So says Brownsville's Board of City Development.

The city, situated on the Mexican border and in the fertile Texas citrus belt, has no factory for removing oils from citrus and from numerous herbs adaptable to the area.

Dill, anise, basil and other herbs can be grown there the year around. Vanilla beans can be imported from Mexico for processing and citrus and citrus by-products are available.

Because of the plentiful labor supply, low fuel rates and cheap freight costs, the city's Board of Development believes a real opening exists for an oils factory.

Interested parties are requested to contact the Board of City Development, Brownsville, Texas, for further information. Maximum assistance will be rendered, it was said.

Brownsville, a city of about 50,000, including suburbs, is located opposite the Mexican city of Matamoros, Tamps., of similar size, 30 miles from the Gulf of Mexico.

Weather is semi-tropical, with light rainfall, and an average temperature of 73 degrees. The city has a daily newspaper, two radio stations, a modern hospital, a junior college and good recreation facilities. Living costs are reported to be low.

Vanilla exports from Madagascar low in 1951

The year 1951 was a poor one for Madagascar vanilla, report U.S. government sources. Only 252 tons were produced, to which should be added an estimated 50 tons from the Comoro Islands, or a total of 302 tons.

Production in 1950 amounted to 630 tons.

Vanilla exporters state that the 1952 crop will be smaller than the 1951 crop, or about 225 tons from Madagascar and 50 to 60 tons from the Comoro Islands, a total of 275 to 285 tons.

Sagarin forms Research Institute

Edward Sagarin, formerly with Givaudan-Delawanna, Inc., has established the Sagarin Institute for Olfactory Research, Inc., New York City, a consulting service devoted to the evaluation of all problems relating to odor and taste.

Consultants include Dr. Dean Foster, formerly director of psychophysical and olfactory research at Joseph E. Seagrams & Sons Co.; Joseph Hersh, assistant clinical professor of otolaryngology at New York University Post-Graduate Medical School; and Dr. Bernice Wenzel, assistant professor of psychology at Barnard College.

Grenada M.P. in U.S. on nutmeg situation

Carlyle F. Noel, member of parliament for Grenada, B. W. I., one of the world's chief sources of nutmegs and mace, is visiting the United States in connection with modernization of the island's facilities for processing nutmegs, it

Exciting flavors are the foundation for exciting sales



COSMO Flavor Line

All-purpose flavors, extremely powerful . . . For high quality flavoring at very low cost.

DOLCO® 5200 Flavor Line

D&O improves on nature with these highly concentrated, top-notch imitations of natural fruit flavors available in 20 popular flavors. All color derived from the natural fruit.

DOSIX® Flavors

True fruit flavors, reinforced with other natural flavors. Particularly useful for fountain syrups, pectin jellies, cream centers, icings and ice cream.

DOLCOTT® Hard Candy Flavors

Natural extractives fortified with synthetic aromatics, especially useful where very high temperatures are employed.

MICROMUL Flavors

Especially designed for flavor manufacturers of all types of household and bottlers' flavors and concentrates.

AP-RO-PO Flavors

For the hard candy manufacturer who requires realistic flavors at low cost.

Excellent selection in all Flavor Lines

Ask for Bulletins or new Flavor Catalog.



DODGE & OLCOTT, INC.

180 Varick Street • New York 14, N. Y.

Sales Offices in Principal Cities

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • FLAVOR BASES • VANILLA

Hundreds of PROFIT SOURCES



**Yours Today
In This
New 1952
Treasury of**

"NEW PRODUCTS AND SERVICES"

**A completely new 1952 Edition
describing 1,000 new products being
produced by 750 manufacturers.**

Compiled from a nationwide survey now appearing daily in The N. Y. Journal of Commerce, this 80-page booklet lists and explains hundreds of new money making ideas on the market today—new products and services for you to use, sell, produce or compete with—including names and addresses of sources. Get your copy now. Then keep posted on the additional new developments as they appear each day in the "New Products" column of The N. Y. Journal of Commerce—America's complete daily newspaper.

A copy of the 80-page 1952 Edition of "New Products and Services" will be sent Free with a trial subscription to The N. Y. Journal of Commerce—the next 50 issues for only \$5. Mail your check today.

THE NEW YORK
Journal of Commerce

61 PARK ROW, NEW YORK 15, N. Y.

Please send me the next 50 issues plus a FREE copy of "New Products and Services"—the 80-page new 1952 Edition.

Name

Street Address

City Zone No. State CT-1

was reported last month.

Mr. Noel, who has been contacting spice leaders while here, is associated with the Grenada Co-operative Nutmeg Association.

Methods of making solubles

(Continued from page 33)

total consumption. In regular coffee brewing as is generally practised in the home, a good deal of the solids go down the drain with the grounds or are wasted in unconsumed beverage."

Soluble coffee has come a long way in a short time primarily because of the boost it received during World War II, Mr. Harrison declared. Its convenience for men in the field prompted its use by the Army in great volume, and this in turn was the incentive needed for producers to develop better processes.

Although there were many negative opinions about solubles, the idea of this convenient and easy way to prepare coffee very quickly caught on, he said, and clever merchandisers soon found that a new market had been created and lost no opportunity to develop it. Fabulous publicity plus continuous improvement has made such an impression on the public that soluble coffee is fast acquiring the status of a staple, he continued.

Guesses are that soluble coffee now accounts for between 12 and 17 per cent of the total national coffee volume, he reported. Surveys in New York now show that approximately 27 per cent of the total coffee volume is in soluble coffees.

"Its future is assured," Mr. Harrison added.

Welcome "time out"

(Continued from page 30)

are handled by the younger members. This experience will stand them in good stead in future years, when they are called upon to participate in regional, or even national, coffee affairs.

Perhaps of prime importance, it has taught some the folly of trying to fill an inside straight, or the impossibility of spotting the old-timers 30 year's experience and then trying to pass the liars' box with the call "Three Sixes, a Four and a Five" on their first roll!

The San Francisco Coffee Club is a success because its members cooperate to make it so—and have fun doing it.

Pacific Coast growth—and coffee

(Continued from page 29)

been outstanding in its marketing and distributing of both green and roast coffees.

It is natural to assume that the other importing sections of the Pacific Coast will strive to improve their positions as importing and distributing centers of coffee during the coming years. Undoubtedly there will be opportunities in all of these sections for the development of the coffee business.

Hitch your brand

(Continued from page 13)

as over-the-wire hangers. Ample space is provided for brand imprint as well as for price insertion.

The second display piece for the grocery trade is a four-color 4 by 12 inch shelf-talker which is a constant remainder of the coffee-break and its benefits.

The Bureau is making available to roasters its point-of-sale material, for both the restaurant and grocery trades, at half its cost to PACB. Also, restaurant operators and grocers are being told to turn to their roasters for this material.

All of this constitutes a broad and intensive advertising program to sell the coffee-break to the general public and to the restaurant and grocery trades. But another important tool is being used to help establish the coffee-break as a national institution—public relations. Perhaps the most important phase of the public relations work is publicity. PACB terms it publicity with a purpose—to increase the consumption of coffee in the United States.

One phase of the publicity sells the idea of "coffee stops"—and is based on the premise that highway safety will be benefited if drivers will take time out now and then for a cup of coffee.

"Tenigue"

You may recall seeing the headlines which appeared all over the country last summer and fall on a story in which we coined a new word, "tenigue"—a combination of tension and fatigue. This resulted from a theme developed in cooperation with L. S. Harris, executive secretary of the American Association of Motor Vehicle Administrators.

Editorial writers were quick to pick up the theme, and editorials appeared in both metropolitan and small-town papers in all sections of the country.

This project led directly to another one with a strong public service flavor—the "One for the Road" campaign. It not only created inestimable goodwill for coffee, but actually resulted in additional coffee drinking.

You will recall the advertisement which the Bureau ran in 153 newspapers just before last New Year's Eve. The Esso Standard Oil Co. picked up the theme with an advertisement which ran in 146 newspapers in the territory in which Esso operates.

As the result of intensive promotion by the Bureau's public relations staff, well-known syndicated columnists were quick to climb on the bandwagon. Editors of hundreds of newspapers, large and small, saw in the theme the basis for editorials. Three radio scripts were widely circulated and return cards which came back indicated usage by better than 100 stations in the United States, and even in Puerto Rico and Alaska. In addition, there were numerous network broadcasts on the theme by well-known personalities, such as Louella Parsons.

Quick cooperation

The National Safety Council was quick to cooperate. The American Association of Motor Vehicle Administrators issued a statement to the Associated Press. Municipalities, too, joined the campaign, with mayors, safety commissioners, and police officials recommending coffee as the "One for the Road." Hotels and night clubs—even gasoline stations—saw the goodwill potential in the program and gave coffee free to their patrons on New Year's Eve.

Another phase of public relations activity which is just now gaining full momentum centers on the coffee break in industry. As you know, and probably from your own experience, coffee drinking at the place of work is fast becoming an accepted business practice. However, very little factual information about this practice was available. Accordingly, the Bureau conducted a study through Fact Finders Associates. (See: "The coffee break in industry," Page 12, Coffee & Tea Industries, February, 1952.) The study definitely established the coffee break as a production tool. A story based on the survey was made available to the major news services, all of whom put it on their wires.

Now, let's be ultra-conservative and see what would happen if we could get that 63 per cent who drink coffee

only at mealtimes to drink just *one cup* at a between-meal coffee break.

If we can get those *mealtime* drinkers to drink just *one more cup per day* at a mid-morning or mid-afternoon coffee-break, *daily* consumption would be increased by 52 million cups, or 1,162,000 pounds, based on 45 cups to the pound. And that adds up to 3,815,000 bags of *new* consumption—over 500 million *additional* pounds of coffee for the domestic trade to import, roast and sell each year.

There are two things that roasters, particularly, can do that will give the entire program added impetus—and entail no loss of brand identification.

First, in your own advertising, both in printed media and in your radio and television programs, urge the drinking of *your* coffees between meals, at meals other than breakfast, and by younger people. Urge it directly and unmistakably, in copy as well as in pictures.

Second, adapt the industry slogan, "Give Yourself a Coffee Break—and Get What Coffee Gives to You," to your own brands, or use it as an industry by-line in your printed advertising, point-of-sale material, on your packages and in your own radio programs.

If all of us will plug that slogan, "Give Yourself a Coffee Break—and Get What Coffee Gives to You," there's a good chance that we can make it a part of the popular vernacular of the country—to the benefit of all of us.

Established 1885

B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

225 Front Street

San Francisco, Calif.

VANILLA BEANS

For over 90 years the recognized source
of supply

THURSTON & BRAIDICH

286 Spring St.

New York, N. Y.

VANILLA BEANS



ZINK & TRIEST CO.

New York News

■ ■ It is becoming a tradition by now (how many years make a tradition?) that June is the month for the New York coffee trade to put aside sample trays and instead pick up golf clubs, soft balls and bats.

If you have your desk calendar handy, flip to June 6th-8th and mark those dates for the week-end party of the New York Green Coffee Association. Note, too, that it will be held at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania.

Week-enders will recall this site from a previous year. As good as it was then, we have learned via our own pipelines that it is now much improved.

Flip the calendar a couple more weeks to June 24th. Circle that for the annual golf tournament and soft ball game of the green and roast trades.

This event, we are all happy to learn, will again take place at the Hackensack Golf Club, Oradell, N. J.

■ ■ The New York trade had two opportunities last month to see PACB's presentation of the coffee-break drive.

It was given to a meeting of the New York Coffee Roasters' Association and again to the trade as a whole in the grand ballroom of the Biltmore.

The Biltmore presentation was a luncheon gathering with a good attendance not only of roasters and some of their advertising agency people, but also of green men.

Andres Uribe, acting president of PACB, introduced Charles G. Lindsay, manager of the Bureau, who made the presentation.

Also present were Bill Williamson, executive vice president of NCA, and Fred Baxter, of the Robert W. Orr Associates, Inc., the advertising agency handling the drive. This trio—Lindsay, Williamson and Baxter—had road-toured the presentation to more than a dozen cities throughout the country.

■ ■ At the New York Coffee Roasters'

meeting, the session also heard a report on smoke abatement by William G. Christy, Director of Smoke Control for the city. Mr. Christy indicated that his bureau means business in enforcing smoke control, but made it clear that the coffee trade would find him cooperative if the industry itself was cooperative in meeting the smoke problem. He would want reports on progress in this direction, it was reported.

■ ■ Three leaders of the United States coffee trade will be sailing for Brazil next month, according to present plans. They are Ed Aborn, of Arnold & Aborn, Inc., Linden, N. J., president of the National Coffee Association; W. D. Roussel, of W. D. Roussel & Co., Inc., New Orleans, NCA vice president; and Bill Williamson, the association's executive vice president. They are planning to spend several weeks in Brazil, conferring with government and trade leaders.

■ ■ Looks like the New York and New Jersey branch of the National Metal Trades Association knows a good man when it sees one. At its golden anniversary meeting at the Berkeley-Carteret in Asbury Park, N. J., the organization elected J. L. Robinson president. "Robbie", as he is better known to his legion of friends in the coffee industry, is vice president and a director of Jabez Burns & Sons, Inc., the manufacturers of coffee processing equipment.

Robbie was also recently elected to membership on the executive committee of this national association. In addition, he is chairman of the national membership committee and he heads the eastern regional council of the national organization.

■ ■ Coffee men in this country who like hunting should make the trek to Usumbura, Ruanda Urundi, Africa, and look up Maslah Alhadeff, of S. D. Alhadeff & Co., shippers of Belgian Congo OCIRU coffees.

Mr. Alhadeff, who is on a six weeks visit to the United States, is a remarkably modest young man who, with prodding, can be brought around to talking about hunting trips on which he has bagged game from lions on down.

As is true of coffee men here, hunting is only a hobby with Mr. Alhadeff, although he is, other sources tell us, a top-notch hand at it.

Primarily a coffee man, Mr. Alhadeff reports that the new Ruanda Urundi crop, on which picking will start about June 1st, should show an increase of 1,000 to 1,500 tons over last season's total of 11,500 tons. These figures refer to exportable production.

Coffee output in Ruanda Urundi has been steadily increasing, with new plantings up about 20 per cent since the fall of 1949.

The quality of Uranda Urundi coffee is highly consistent, Mr. Alhadeff says, for a number of definite reasons. One is the unusual stability of the climate in the area. Another reason, and the most decisive one, is control on the quality of exports provided by the Office de Cafes Indigenes du Ruanda Urundi—OCIRU, for short—which is headed by Henri Stainier. OCIRU has set up standards and effectively supervises shipments to achieve uniformity from one lot to another.

Belbase (the Belgian Base at Dar es Salaam) is building docks to be completed during the coming year, which will facilitate coffee shipments from Ruanda Urundi, Mr. Alhadeff said.

He also reported that his firm, S. D. Alhadeff & Co., has just built at Usumbura the largest coffee mill and warehouse in Ruanda Urundi. The mill is completely equipped with new, modern machinery.

Mr. Alhadeff, who is accompanied by his wife, is making his headquarters with his brother, Victor, head of the New York branch of the firm.

The brothers are planning to visit the trade in San Francisco, Los Angeles and New Orleans, and will then take a brief vacation at Miami Beach.

S. D. ALHADEFF & CO.

USUMBURA

RUANDA URUNDI

Shippers of Belgian Congo

OCIRU COFFEES

Sole U. S. Agents:

VALOR IMP. & EXP. CORP.

91 Wall St., New York 5, N. Y.

Cable: GIUVALOR

Registered



Mark

W. J. DONOHUE & CO.

Coffee Brokers and Agents

Cable Address:
"CAFEDON"

NEW YORK 102 Front St.

Beaud-Geck Corporation
Mexican—Santo Domingo—Ecuador
Guatemalan—Venezuelan
Cuban—Africa
Coffee

59 PEARL STREET

NEW YORK

Wm. Hosmer Bennett & Son

Coffee Agents and Brokers

100 Front St.
"Laticlave"

NEW YORK, 5

REAMER, TURNER & CO.

COFFEE

Brokers and Import Agents

"REATURN"
104 FRONT ST.

NEW YORK

Get your **COLOMBIANS**

via

BALZACBRO

Shortest Route from Growers

Balzac Bros. & Company, Inc.

O.F. BAYER & Co.



A. J. O'LOUGHLIN

101 FRONT STREET NEW YORK 5

GEORGE P. BOTT & CO.

COFFEE BROKERS AND AGENTS

105 Front St., New York, Tel. BOwling Green 9-1497

Agents for

SOC. RIO PRETO DE CAFE, LTDA.

SANTOS — PARANAGUA

PINHO, GUIMARAES S/A, Com. - Exp.
SANTOS

J.E. Carret & Co.

IMPORTERS COFFEE JOBBERS

90 Front Street

New York 5

George W. Lawrence & Co., Inc.
106 FRONT STREET NEW YORK CITY

**COFFEE
COMMISSION
MERCHANTS**

*Special Attention to Requirements
for Direct Importations.*

W. H. LEE COMPANY

COFFEE

COMMISSION

BROKERAGE

Cable Address
"WILEECOM"

NEW YORK 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

J. A. Medina Company
New York

Specializing in

**MEXICAN-CENTRAL AMERICAN
COFFEES**

Established 1880

A. L. RANSOHOFF Co., Inc.

Coffee

NEW YORK

Cable Address
"RANWILLIG"

108 Front Street

CHARLES F. SLOVER & Co., Inc.

Coffee

NEW YORK

TEL: WHITEHALL 4-8182

109 FRONT STREET

WESSEL, DUVAL & CO., Inc.

Established 1825

EXPORT  IMPORT

Coffee and Cocoa

CABLE ADDRESS
HEMENWAY, NEW YORK

87 BROAD STREET, NEW YORK 4, N.Y.

San Francisco Samplings

By MARK M. HALL

■ ■ Dull again, or still dull, is what they say on coffee row at this writing. Spots are weak. Coffee is being offered here for less than its replacement value. Stocks are being held by the importer and he may have to do so for another 30 or 45 days. In the meantime, he is computing his interest charges and figuring that the longer he waits the more he will have to get for his coffee, if he wants to break even. Will the market go up or down, just those few necessary points?

As for the roasters, they buy only for replacement. They don't want to buy on contract but look to the brokers who have spot coffee. They figure less risk and the price may be under what they would have to pay in producing countries.

The boys reflect wishfully on the days in '49 and '50 when you could close your eyes, buy anything offered and make money. Now it is a different story. It takes a lot of money, with coffee averaging \$85.00 a bag, to come out with just a few inflation dollars on a deal that runs into five figures.

■ ■ Edward Bransten recently spent ten days in Israel for the Jewish Welfare Fund of San Francisco in answer to the United Jewish Appeal for help in putting

that new born country on its feet economically. On his way he stopped off at Chicago for a meeting of the directors of NCA.

■ ■ Eugene Hoelter, president of PCCA, presided over a meeting of the association held in Seattle last month, in the Olympic Club.

■ ■ James Digman and Mrs. Digman, formerly of the Closset and Devers Co., Portland, were recent visitors in this city.

■ ■ Wallis Riese, formerly buyer with A. Schilling & Co. for many years, is now associated with the Spice Island Co., San Francisco. Frederick H. Johnson, head of that concern, has built his company into one of the important importers and processors of quality packed spices and flavors. It is felt by Wallis's many friends in the trade that he has made a very happy connection.

■ ■ Instead of the regular luncheon of WSTA at Gino's, the membership joined with the World Trade Association of the Chamber of Commerce and the Junior Chamber of Commerce to honor the Indian ambassador, Binay Ranjan Sen, at a luncheon at the Gold Room of the Fairmont Hotel. Mr. Sen stated that India holds opportunities for enlightened capi-

talism, and stressed his country's need for such help from the United States. Real hunger is an ever-present problem with them.

■ ■ According to A. Calvert Moore, of the Mill Engineering Co., his firm has been very active among some of the coffee companies well known to the local people. Their Tempo-Vane has been placed in Folger's, Kansas City, Duncan Coffee, Houston, and many others throughout the country. They are also handling the alterations and installation of new equipment for Folger's in San Francisco and the design and installation at the Alexander Balart Co., in South San Francisco.

■ ■ Verne Aldrich, who for several years was with Haas Bros., has made a connection with the Bunge Corp. He will assist William Rowe, Jr., in the stepped-up operations of the company in the coffee business.

■ ■ Arnold (Bud) Penzil, who for a number of years was connected with the F. H. Tyler Co., has gone over to the Spice Islands Co. It is understood he will handle buying and production.

Southern California By VICTOR J. CAIN

■ ■ The Pope & Talbot Lines were hosts last month in the persons of Bill Egle and Bill Beckett at the Santa Anita race track, with the coffee industry of Southern California as their guests. The

(Continued on page 70)

The Progressive Port of SAN FRANCISCO

Owned and Operated by
THE STATE OF CALIFORNIA

As a Public Utility for Shippers

Major Harbor Facilities include: Foreign Trade Zone No. 3 (permits exhibiting, manufacturing, etc., stock-piling of mds. including non-dutiable and quota-restricted). Also shipside bulk grain elevator, refrigeration and bulk copra terminals; 42 deepwater piers; 67 miles State Belt R.R. serving piers, and warehouses and industries adjacent to the waterfront.

Re. TARIFFS: Write Traffic Dept.

BOARD OF STATE HARBOR COMMISSIONERS
FOR SAN FRANCISCO HARBOR

Ferry Building, San Francisco 6, Calif.

ZIEL & CO., INC.

Established 1849

IMPORTERS & EXPORTERS

Quality Coffees—Venezuelas & Central Americas

149 California Street
San Francisco 11, Calif.
Cable Address: "ZIELCO"

E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

WELDON H. EMIGH CO., INC.

SANTOS—MILDS

150 California St., San Francisco 11

THE G. S. HALY CO.

383 Brannan St. San Francisco, Calif.

TEAS

Import Agents—Brokers

Learning the technique of coffee roasting is easy with a copy of The Coffee Man's Manual
\$2.50

Write to THE SPICE MILL BOOK DEPARTMENT,
106 Water Street New York 5, New York

New Orleans Notes

By W. McKENNON

■ ■ William Dalton, general secretary of the American Warehousemen's Association, has returned to Washington, D. C., after a visit here to work with the local committee on its convention plans. The particular problems of the warehousing industry will be discussed at the association's annual convention here, May 4th-8th at the Roosevelt Hotel.

■ ■ E. A. Lafaye is back at his desk at J. Aron and Co., Inc., after a month's illness. We know all of his friends will be glad to receive this news.

■ ■ Almond Power, formerly with J. A. Folger & Co. at Houston, Texas, is now with that company's New Orleans office, and members of the trade are welcoming him as a New Orleans citizen.

■ ■ Oscar Z. Levy, Jr., after spending about two months in New Orleans, departed on the Steamer Del Sud for his home in Rio de Janeiro, where he is connected with Vicri, S. A.

■ ■ Albert Schaaf of Stewart, Carnal & Co., Ltd., has returned from a business trip.

■ ■ George Gernon, of Ruffner, McDowell & Burch's New Orleans office, recently made a business trip through the Southwestern territory.

■ ■ E. J. Klump, of the Mobala Coffee Co., Mobile, was a recent business visitor in New Orleans.

■ ■ Mr. and Mrs. Jack R. Aron returned to their home in New York after spending the carnival season in New Orleans.

■ ■ L. E. Smith, of Bowers Brothers, Inc., Richmond, was a carnival visitor in New Orleans.

■ ■ W. E. Englisbee, of Ruffner, McDowell & Burch, Inc., New Orleans, was a recent business visitor in New York.

■ ■ T. J. Conroy, of the Mississippi Shipping Co., has returned from Chicago where he was a member of the panel on discussion of Foreign Trade at the Chicago World Trade Conference. Others attending from the New Orleans office of the Mississippi Shipping Co. were J. S. Timlin, John Lala and C. E. Becker.

■ ■ The trade is happy to welcome back Russell E. Hatfield, who is again at Ruffner, McDowell & Burch, Inc., after a year's absence. Mr. Hatfield was on duty with the Marine Corps and returned to civilian life on March 1st.

Denver

By F. TUPPER SMITH

■ ■ Walter J. Spray, 87, founder of the Spray Coffee & Spice Co., Denver, died at St. Luke's Hospital, March 12th.

With his brother Edwin, Mr. Spray established the Spray company in 1904 as a wholesaler and retailer of coffee and built it to serve Colorado and parts of the surrounding states. They sold the company in November, 1945, to Floyd R. Pool, but Mr. Spray continued to visit the office regularly until about a week before his death.

He was born June 14th, 1864, on a farm near Bridgeport, Ind., and was educated in Bridgeport and later at Cen-

tral Academy in Plainfield, Ind. His first job was with an ice cream company in Indianapolis, of which he became manager after three years.

Mr. Spray came to Denver for his health in 1889, and after an unsuccessful venture in the hat business became a salesman for the San Francisco Tea Company. Then in 1904 he bought from the Central Savings Bank the coffee store on which his business was founded.

Mr. Spray was an active member and past president of the Denver Rotary club, the Denver Convention and Visitors Bureau, and the Presidents' Round Table, and a member of the Denver Chamber of Commerce and of First Plymouth Congregational Church. He was a life member of Lakewood and Mount Vernon Country clubs and the Denver Athletic Club.

He is survived by his wife, his brother, three daughters, two grandchildren and one great-grandchild.

Vancouver

By R. J. FRITH

■ ■ Jim Murchie, who has developed Murchie's Tea and Coffee business very successfully, was in San Francisco for a short visit with business friends there.

■ ■ J. A. McKay, president of the Red Rose Tea and Coffee Co., London, John Brooke, deputy chairman and Vernon Blackwell, director, spent a short time in Vancouver recently, visiting Esterbrooks & Co., Ltd.

■ ■ Mother Parker's Coffee is being sold in Vancouver in one-cup size. It is understood here this coffee is being processed and packed in the firm's Winnipeg plant.

■ ■ Paul Ruffner, of Otis, McAllister & Co., Inc., San Francisco, was visiting

WILMER T. von GOHREN

COFFEE BROKER

306-307 Natchez Building, New Orleans 12, Louisiana

Selling Agent
for reputable coffee exporters

Buying Agent
for particular roasters

Member:
Green Coffee Assn. of New Orleans
The New Orleans Board of Trade Ltd.
International House

Cable Address:
WIVGO

W. D. ROUSSEL & CO., INC.

GREEN COFFEE

Agents for
HARD & RAND, INC.

422 Gravier Street, New Orleans, Louisiana

C. H. D'ANTONIO & CO.

Coffee

BROKERS • AGENTS
203 Board of Trade Annex, New Orleans, La.

FELIX J. VACCARO

New Address:
305 Magazine St., New Orleans 12, La.
Cable Address: FELVAC Phone: MAGNOLIA 3408
Special attention to the requirements of roasters' selections:
quotations and samples submitted on request.

REPRESENTING EXPORTERS IN:
Santos, Rio de Janeiro and Victoria, Brazil; Guayaquil and Manta, Ecuador; Managua, Nicaragua; Havana, Cuba; San Jose, Costa Rica; San Pedro Sula, Honduras; Ciudad Trujillo, Dominican Republic.

Sub-Agent in Principal Markets

ROASTERS REPRESENTATION SOLICITED

Equipment to buy?
Equipment to sell?

Let the classified column of COFFEE
AND TEA INDUSTRIES help you.

friends in Vancouver recently. He says business is not only good for coffee folks in San Francisco but good wherever he has been on this current trip.

■ ■ John Castelman, formerly manager of Nabob Coffee, was back in Vancouver for a short visit. This time he had with him O. W. Granicher, whose home town is San Francisco, where J. C. also resides now.

■ ■ E. A. Johnson, Jr., came up from San Francisco for a short visit. He is with E. A. Johnson & Co., familiar to every wholesale coffee buyer in Vancouver.

■ ■ Retail tea and coffee buyers in Vancouver are asking wholesale processors and packers whether there will be any reductions on list prices. Reason for the retailers' interest is that the cost of the British pound is now down, and the Canadian dollar is now on a close parity to the American dollar, behind which is lagged for some years. There is a tendency for them to overlook increased processing costs. But the new list will be of special interest.

■ ■ The strangest tea and coffee "store" in British Columbia is the Diesel motor vessel, "Coast Enterprise," owned and operated by William Graham out of North Vancouver. This 60-footer sells tea and coffee to scores of small settlements all the way up the Coast, as far as Prince Rupert, and in addition, carries a stock of flavorings which are always welcome to the cooks in the big industrial camps in the remote towns.

Chicago By JOE ESLER

■ ■ O. H. Duncan of the Central Tea Co. has been elected president of the Chicago Retail Tea and Coffee Dealers Association; John Gardner, vice president, Norman Vuillaume, secretary treasurer.

■ ■ Paul Zimmerlin, manager of the Hellyer & Co., Shizuoka plant, returned to Japan on the President Cleveland after a visit to the Chicago headquarters, and a trip to Switzerland to visit relatives. Walter Hellyer will leave for Japan on the April sailing of the same ship.

■ ■ The Chicago Coffee Club now has 125 names on the list, largest in the history of the club. The officers for the year 1932 are, Leonard W. Olson, president; George W. Kasper and Donald Stewart, vice presidents; Carl B. Strom, secretary; A. E. McNaughton, treasurer.

■ ■ W. W. Williamson, president of B. F. Gump Co., and his wife are in Los Angeles for an extended visit.

■ ■ Jewel Tea opened a new branch in Denver last month. It is one of the largest branches of the company. E. L. Johnson is district manager and Hugh Graul is office manager. General manager Gerbosi, vice president H. W. Dotts, and G. H. Sibley went out from Barrington headquarters to attend the opening.

■ ■ Coan Manufacturing Co., Madison Wisconsin reports it is maintaining a 500 vendors monthly schedule, the num-

ber cannot be increased until they secure more raw material.

■ ■ Bert Mills Corp., Lombard, Illinois is working overtime, they report, to complete its delivery schedule on Coffee Bar Venders. They report orders are being filed within a five week schedule.

■ ■ Earl Cohn was in charge of the Superior Coffee Company's exhibit at the Midwest Hotel show at the Palmer House last month. Among the coffee companies exhibiting were Standard Brands Inc., Continental Coffee Co., La Touraine Coffee Co., Reid, Murdoch Co., Inc., John Sexton Co., and Stewart & Ashby Coffee Co.

■ ■ Harry Savage, sales manager of the Stewart and Ashby Coffee Co. and his wife have returned from their Florida vacation.

Southern California

(Continued from page 68)

weather was clear and the track fast, but the horses were mighty slow. The affair was well attended, with Ted Lingle, Ray Bradt, Joe Magie, Tom Halpin, Wilbur Curtis, Ed Appfel, Charlie Mack, Jim Duff, Bill Waldschmidt, Bill Morton, John Geiger and Jack Arnold making the stab for a killing. With two exceptions, they were led to the slaughter.

■ ■ Clarence Levy was in Los Angeles for a few days calling on the trade.

■ ■ Charlie Nonenmacner, accompanied by his wife, Elinor, flew down to Guatemala for a short vacation. Charlie, being a real hand at piloting the plane, decided it would be better to continue on to San Salvador first, and did so . . . but only because the fog was so thick it precluded any possibility of landing planes at Guatemala City that day. However, they returned him to his destination not too many hours later. He then began to take notice of the real beauty of Central America.

■ ■ Harry Meyer has joined forces with Jim Duff in calling on the trade of Southern California. Harry, after leaving the Navy in 1946, went with the firm of Leon Israel & Bros., Inc., San Francisco. He had been on the street calling on the trade in that area for some time.

■ ■ John Mack has just returned from one of his periodic trips to Central America.

■ ■ Mr. and Mrs. E. J. McCormack and Eugene Moran in the company of his daughter, Mrs. Helen Warren, passed through Los Angeles enroute to the Orient on an extended cruise.

■ ■ Seen having dinner at the Huntington Hotel, Pasadena, were Andy Moseley and his wife, Leona, and his two sisters, Mrs. Allen and Mrs. Reimers, who were visiting our fair city from San Francisco.

■ ■ R. E. Williams, Chairman of board of the B. F. Gump Co., Chicago, was in Los Angeles on a visit, combining business with pleasure.

Coffee served by air lines called "consistently vile"

In a caustic complaint in Aviation Week, Captain R. C. Robson recently rapped the quality of the coffee served by air lines.

"Probably no other class of servers dispenses such consistently vile brew as do the buffets of our modern transports," he declared.

"The reason of course lies with the method. Air line coffee is made in quantity, then placed in thermos jugs aboard the aircraft. But in this seemingly simple process lurk many booby traps and apparently the caterers manage to stumble into each. It does not come out, as good coffee should, clean, fresh and hot.

"Cleaning a thermos is admittedly a difficult task. But several layers of rancid coffee bean oil produce a drink that is difficult to relish. A simple 30-second test can be made here. Taste some water from a thermos. If it tastes like oil then pity the next batch of coffee. So several minutes spent with soap and hot water will do wonders for our first essential—cleanliness.

"The brew must also be of recent vintage. An example here is the general practice of caterers to have the midnight shift make coffee for morning flights. By sunrise, through constant distilling in the urn the brew has reached a potency just short of atomic.

"Having fallen down on the first two items, caterers will attempt to erase these

mistakes by putting all the fires of hell beneath their urn. But they have reckoned without the air line thermos. So by the time this stew reaches the lips it may be boiling, lukewarm or frozen, depending upon the condition of the thermos, its heating elements and the time spent in transit to the airplane.

"It is this nectar that says 'Good Morning' to the early commuters on the air line.

Not all day

"In all fairness, it should be added that this condition does not last all day. The appearance of the general foreman at the brewery causes a considerable increase in the miles per gallon received from each pound of coffee per urn. Well-seasoned travelers therefore note an alarming reduction in strength per cup as the day wears on. Towards dawn, of course, the consistency again thickens.

"There has been no necessity of late to woo passengers to the air lines. The laws of natural selection have produced a bumper crop of ticket buyers. Some ticket sellers may therefore be inclined to scoff at small measures to improve the attractions on their air line.

"We think, however, that passengers might react favorably to 'the best cup of airborne coffee.' After all, many places have become famous as the result of one small specialty. At least this, idea would be different among the air lines."

COFFEE AND TEA MART

Rates: 1/2", \$3.50; 1", \$6; 2", \$11; 3", \$15; \$3 each additional inch. Situations wanted, 5¢ per word.
EQUIPMENT WANTED • EQUIPMENT FOR SALE • SITUATIONS

PACIFIC COAST GREEN COFFEE MAN OFFERS

Experience in many producing countries. Good coffee knowledge with proven sales and management ability.

WANTS

Change to progressive organization. Write Box 86, c/o Coffee & Tea Industries.

FOR SALE: Coffee Roasting Equipment. This equipment is used but is in good condition and can be shipped promptly from Cincinnati. Write us for list of same. J. F. O'Brien & Co., Provident Bank Bldg., Cincinnati 2, Ohio.

FOR SALE: New 63 millimeter black plate, plain caps, at a very good price. Write Coffee Department, Address Box 15, care of Coffee and Tea Industries.

FOR SALE: Large green coffee cleaner and separator suitable for coffee plant or feed store. In perfect working order. Write Texas Consumers Co., Galveston, Texas.

FOR SALE: 1—Huntley Monitor 4-bag Coffee Roaster; 1—Pneumatic Scale Packaging Line to handle up to 3 1/2" x 6 1/2" x 9"; 1—Standard Knapp Self-Adjusting Gluer, Sealer & Compression Unit; 1—Aluminum, jacketed, 1000# Powder Mixer; 6-Day 8/8 40" x 84" "Roball" Sifters; 3—Sewn type Tea Bag Machines, 125 per min. All at bargain prices. Only a partial list. Send us your inquiries. CONSOLIDATED PRODUCTS CO., INC., 16-19 Park Row, New York 7, Barclay 7-0660.

EQUIPMENT WANTED

WANTED: High speed packaging line, 2-bag Roaster, and #12 Coffee Grinder. Address Box 147, care of Coffee and Tea Industries.

WANTED: ROYAL COFFEE ROASTERS ALL SIZES, MONITOR 1, 2, 3; ALSO JABEZ BURNS 6, 7. ADDRESS BOX 119, CARE OF COFFEE AND TEA INDUSTRIES.

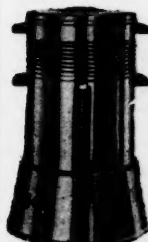
BETTER COFFEE

can be made in
Clean Equipment

Write for a sample
package of

COFFEE URN CLEANER

WALTER R. HANSEN
P.O. Box 91, Egin, Illinois



Ask us about
Johnny-on-the-Spot
the One and Only,
Single Unit,
Portable Urn
that Boils Water
and Brews Coffee
At Its Very Best.

By the Makers of the
famous Wet-Strength
Filter Papers and modern
fittings for urns from
1 to 150 gallons.

TRICOLOR COMPANY, INC.
321 JELIFF AVE., NEWARK 8, N. J.

UNION

Rebuilt
Machinery
Established 1912

REBUILT FOR NEW MACHINE ACCURACY At Tremendous Savings

International S.S. Straightline Vacuum
Filler with Auto. Feeder, 160 per min.
Resina LC Automatic Capper.

New Way MH Wraparound Labeler.
Burns No. 7, 1/2 Bag Roaster.

Jabez Burns No. 25, 4000 lb. Granulator.
Jabez Burns coal or oil-fired Roasters.

Jabez Burns #12 Coffee Grinder.

Jabez Burns No. 35 Coffee Roaster.

Burns 2 and 4 bag Jubilee Roasters.
Day & Robinson From 100 up to 2000

lb., Dry Powder Mixers.

Huhn Steam and Gas Fired Dryers.

S. & S. Model B Transwrap Filler.

Pony ML and MX Labelers.

World and Ermold Rotary and Straight-
away Automatic Labelers.

Pneumatic Auto. Carton Line, 60 and
30 per min.

S. & S. G1, G2 and G6 Auger Fillers.

S. & S. HG88 Duplex Auger Filler.

Whiz Packer Volumetric Fillers.

Filler 4 Head S. S. Piston Fillers.

Amsco Rotary Bag Heat Sealer.

Triangle SHA Filler and Carton Sealer.

Hayssen, Scandia, Miller and Package

Machy. CA2, FA2 Wrappers.

This is Only A Partial List

OVER 5000 MACHINES IN STOCK

Tell Us Your Requirements

UNION STANDARD EQUIPMENT CO.

118 122 Lafayette St. New York 10, N. Y.

FOR IMMEDIATE SALE SURPLUS

FACTORY HANDLING EQUIPMENT

At A Fraction Of The Original Cost

350 slides—35" x 48" x 10 1/2" high with
9 1/2" clearance.

6 slides—36" x 60" x 11" high.

225—Lansing hopper trucks 48" long x
35" wide x 54" high. For handling
articles in bulk. Has slide in the opening
at the bottom of hopper. Stands
5" above ground.

175 have opening of 4" x 5" to 4" x 7".

50 have opening of 12" x 16".

Located in Chicago

Write Mr. Charles For
Details and Prices

Box 25

c/o Coffee & Tea Industries

FOR IMMEDIATE SALE

(as single units or entire department)

MACHINERY

FOR MANUFACTURING

★ Metal spice cans (all sizes)
★ Paper Cocoa Cans (1/2 lb. to 2 lb.
sizes)

★ Screw Top Jar Covers

DISCONTINUING CONTAINER

MANUFACTURING DEPARTMENT

QUICK POSSESSION

All Equipment Is Now In Operation
and is in first-class condition

AVAILABLE AT REASONABLE PRICES

Torris Wold automatic Punch Press.

Precision Die & Tool Co. automatic
Screw Cap Thread Rolling Machine,
Model #10.

S. & S. Machine Co. automatic Cap Lin-
ing Machine, dial feed, with feed and
discharge conveyor, with Redington
Counter.

Torris Wold #83 automatic Square Can
Body Former and Seamer with maga-
zine feed.

Cameron #53 automatic Square Can
Double Seamer, dial feed, straightline
Feeder and Discharge Conveyor.

Cameron #166 Trimmer and Slitter, 34"
capacity, 2-15/16 arbors.

Cameron #165 Trimmer and Slitter, 34"
capacity, 2-15/16 arbors.

3—Torris Wold Slitters, 32" capacity.

Langston Paper Slitter.

2—Knowlton semi-automatic Foot Oper-
ated Sealers #72 and #73.

Knowlton Model 32 13" automatic con-
volute paper can winder for 1 and 4
tubes simultaneously, 1" minimum di-
ameter, 9" maximum diameter across
corners with improved type label table
with stencil device—side loading glue
tank and mandrel end support.

Cameron #224 automatic Square Can
Double Seamer, with chain tube feed
conveyor.

McDonald #8949, Serial 31-E automatic
Strip Feed Punch Press.

McDonald #29-535, Serial 31-EG auto-
matic Strip Feed Punch Press, with
Cameron #62, Serial 28 automatic
Curler and Stacker.

3—Consolidated #3 open back, inclina-
ble Punch Presses, 2" stroke.

7—Torris Wold open back, inclinable
Punch Presses, 5 with 3" and 2 with
2" stroke.

Peck, Stow and Wilcox #130A Hand
Slitter.

Latham #9294 Wire Stitcher.

INSPECTION CAN BE ARRANGED BY APPOINTMENT

Write to Mr. Charles For
Prices and Full Details

Box 24

c/o Coffee & Tea Industries

Door-to-door quiz boosts sales for John H. Wilkins Co.

A door-to-door quiz resulted in a 20 per cent increase in sales for the John H. Wilkins Co., Washington, D. C., during February, as compared to the same month a year ago, it has been reported.

Wilkins Bell Ringers contact consumers at home, quiz those who can show an open can of Wilkins Coffee, and reward the successful ones with a Westinghouse prize.

The promotion, which has been undertaken for the second time following the first 13-week trial last Fall, is supported by radio and newspaper advertising, car cards and point-of-purchase materials informing homemakers "the Wilkins Bell Ringers Are Back!"

Wilkins gives away 50 prizes each week to the ladies with the answers. A dozen Westinghouse articles are on the list, from a \$7.15 clock to a \$329.95 TV set. Wilkins credits J. A. Folger & Co. with originating the plans on the West Coast, but points out that extra media was added in Washington, it was reported.

Coffee, tea spots broadcast for free by New York's WNEW

An intensive day-in-day-out schedule of reminder-to-buy spot announcements, including plugs for coffee and tea, has been instituted by WNEW, New York City, which claims the second largest audience in the metropolitan area.

WNEW believes this is the first time a major radio station has devoted free air time to unsponsored industry-wide promotion.

Nescafe and Quaker's Oats in joint coupon promotion

A joint promotion has been merchandised on behalf of Quaker's and Mother's Oats and Nescafe.

Each package of Mother's and Quaker Oats appearing on grocery shelves contains a certificate worth 15 cents toward the purchase of Nescafe in either the four ounce or 12 ounce size. Both the Quaker Oats Company, Chicago, and the Nestle Company, Inc., Colorado Springs, Colo., feel that this type promotion will provide the basis for a very economical breakfast in the average home.

This is the first time Quaker Oats has ever featured another nationally advertised and distributed product through coupon insertions in its packages.

Coast coffee men

(Continued from page 14)

hotel on Sunday, but the official opening of the convention is Monday May 5th, a day which coffee men use to introduce themselves or renew old acquaintances. The meetings will continue on May 6th and close on the 7th with a formal banquet and entertainment.

President Eugene Hoelter, of Hills Bros. Coffee, Inc., is looking forward to a record attendance.

Index to Advertisers

Page	Page
Alhadeff & Co., S. D. 66	Japan Tea 55
American Can Co. 9	Johnson & Co., E. A. 23, 68
American Coffee Corp. 8	Journal of Commerce, The 64
American Export Lines 40	Junta de Exportacao do
Argentine State Line 38	Cafe Colonial 7
Aron & Co., J., Inc. 1	
	Kellner Co., James T. 30
Balmer Lawrie & Co., Ltd. 49	
Balzac Bros. & Co., Inc. 67	Lawrence & Co., George W. 67
Bayer & Co., O. F. 67	Lee Company, W. H. 67
Bendiks, Inc., H. L. C. 32	Leonidas Lara & Sons, Inc. 28
Bennett & Son, Wm. Hosmer 66	Lipton, Inc., Thomas J. 56
Betner Co. of Calif. 23	Lloyd Brasileiro 36
Bickford & Co., C. E. Cover	
Bott, George P. & Co. 67	Mackey & Co., C. A. 6
Boukouris & Co., Ltd. 54	Malzoni & Cia., Ltd. 34
Brookhattan Trucking Co., Inc. 43	Medina Co., J. A. 67
Burns & Sons, Inc., Jabez 3	Mississippi Shipping Co., Inc. 36
Byrne, Delay & Co. 24	Modero Coffees, Inc. 16
	Moore-McCormack Lines, Inc. 41
Carret & Co., J. E. 67	Muller & Co., E. B. 29
Cholwell & Co., Inc., George C. 48	
Classified Advertisements 72	National Federation Coffee
Coffee Processors, Inc. 31	Growers of Colombia Cover
Cosmopolitan Shipping Co., Inc. 43	Nopal Line 39
Cup Brew Coffee Bag Co. 4	
	Old Slip Warehouse, Inc. 46
Dammann & Smeltzer, Inc. 62	Ortega & Emigh, Inc. 42
D'Antonio & Co., C. H. 69	Otis McAllister Cover
Dodge & Olcott, Inc. 63	
Donohue & Co., W. J. 66	Pellas Co., S. F. 22
	Pope & Talbot Lines 42
East Asiatic Co., Inc., The Cover	Prudente Ferreira Com. e
Edwards & Sons, Frederick 56	Agri., S. A. 6
Emigh Co., Inc., Weldon H. 68	
	Ransohoff Co., Inc., A. L. 67
Fairchild & Bolte 30	Reaud-Geck Corp. 66
Federacion Cafetalera Centro-	Reamer, Turner & Co. 66
American-Mexico-El Caribe 24	Ritter & Co., F. 58
Florasynth Laboratories, Inc. 60	Roussel & Co., Inc., W. D. 69
	Ruffner, McDowell & Burch, Inc. 10
Gabriel de Paula & Cia, Ltd. 35	
General Foods Corp. 33	San Francisco, Port of 68
Grace Line 36	Schaefer Klausmann Co., Inc. 2
Grace & Co., W. R. 26	Schonbrunn & Co., Inc., S. A. 32
Greeting Pages-PCCA 19-20-21	Shimp, Inc., Hayes G. 52
Gump Co., B. F. 27	Shimp (Canada) Ltd., Hayes G. 29
Gumpertz Co., Jerome 35	Slover Co., Chas. F. 67
	Standard Brands, Inc. 35
Haitian Coffee 8	Sterwin Chemicals, Inc. 62
Hall & Loudon 54	Stewart Carnal & Co., Ltd. 44
Haly Co., The G. S. 68	Stockard & Co., Inc. 42
Hansen, Walter R. 71	Stokes & Smith Co. 5
Hard & Rand, Inc. 34	
Harrison Co., The 33	Thomson Inc., Henry P. 53
Hendrickson & Krammer 25	Thurston & Braidich 65
Hill-Shaw Co. 34	Transportadora Gran
	Colombiana, Ltda. 39
International Freightling Corp. 40	Tricolator Co., Inc. 71
Ireland, Inc., B. C. 65	
Irwin-Harrisons-Whitney, Inc. 50	United Fruit Company 41
Israel & Bros., Inc., Leon 44	Vaccaro, Felix J. 69
	von Gohren, Wilmer T. 69
	Wessel, Duval & Co. 67
	Ziel & Co., Inc. 68
	Zink & Triest Co. 65

"...m-m-m-m-m

Good coffee!"

**YOU BET IT IS...
IT IS THE KIND OF
COFFEE WE HAVE BEEN
IMPORTING AND SELECT-
ING SINCE 1892.**



Producers of

Don Carlos Medellins • Otis Armenias

Otis Girardots • Rollo Bucks

Otis Coatepecs • Central Americans

Venezuelans • Carmencita Manizales

and those Team-Mates of Quality

Genuine Custom-Built Vintage Bourbons



OTIS McALLISTER

Established 1892

310 Sansome St.
SAN FRANCISCO 4

510 N. Dearborn St.
CHICAGO 10

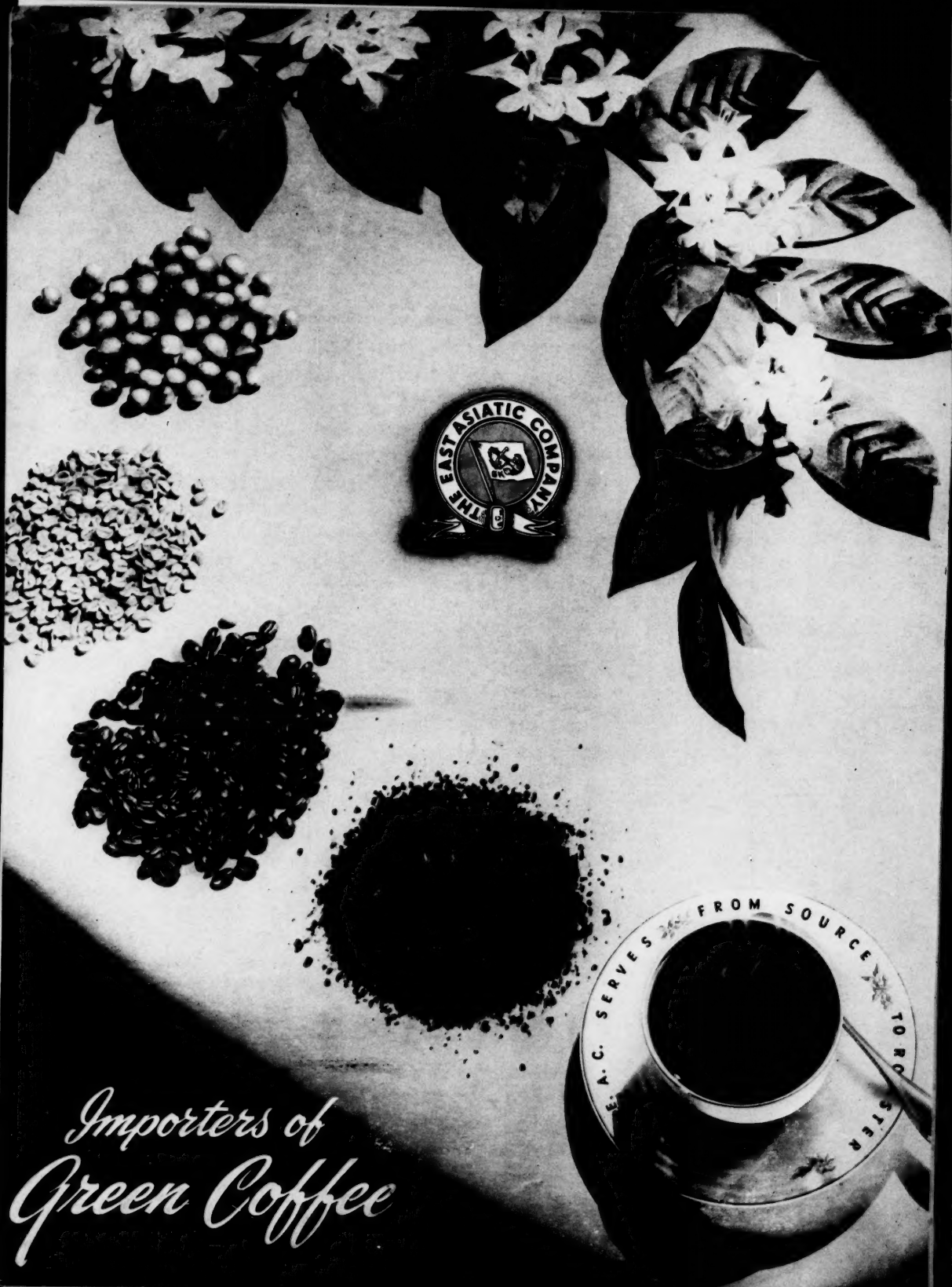
321 International Trade Mart
NEW ORLEANS 12

837 Traction Ave.
LOS ANGELES 13

129 Front St.
NEW YORK 5

228 King St., East
TORONTO 2

MEMBER OF **NCA**



*Importers of
Green Coffee*